

100 Fig. 1

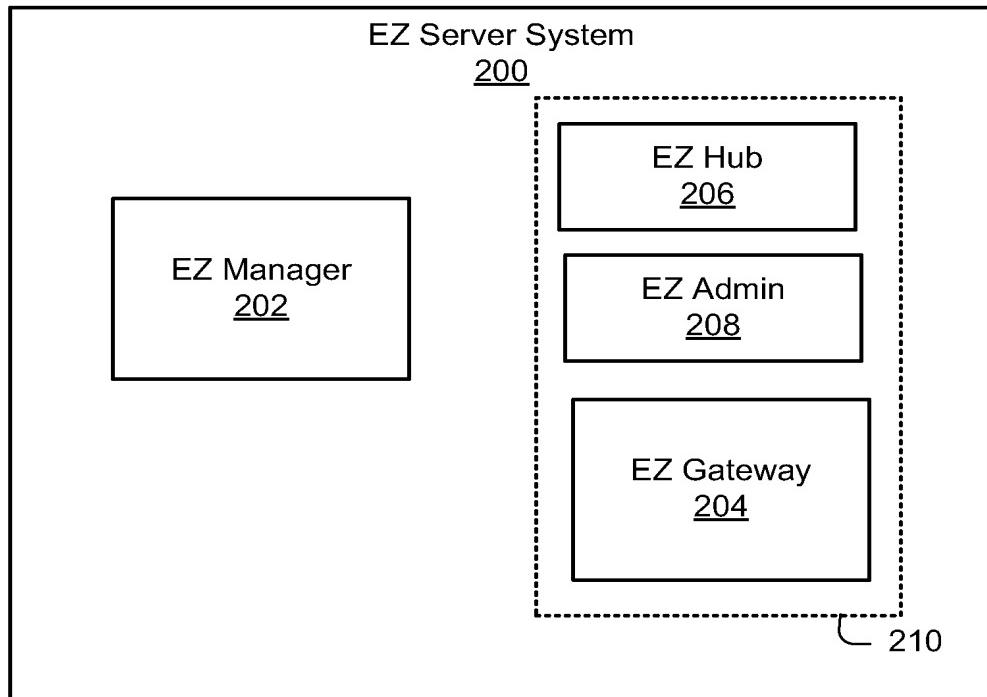


Fig. 2

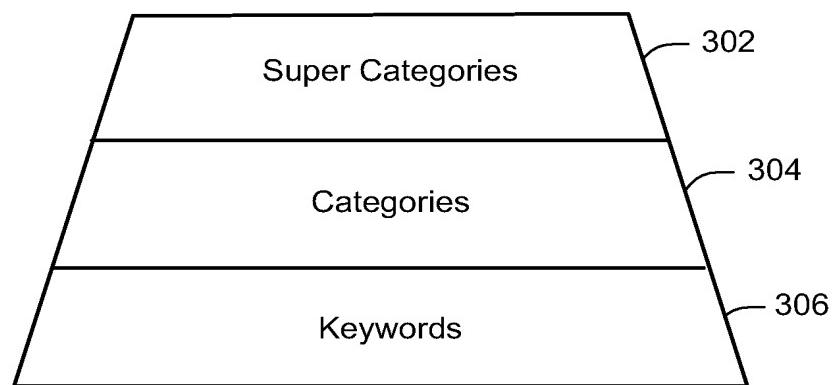
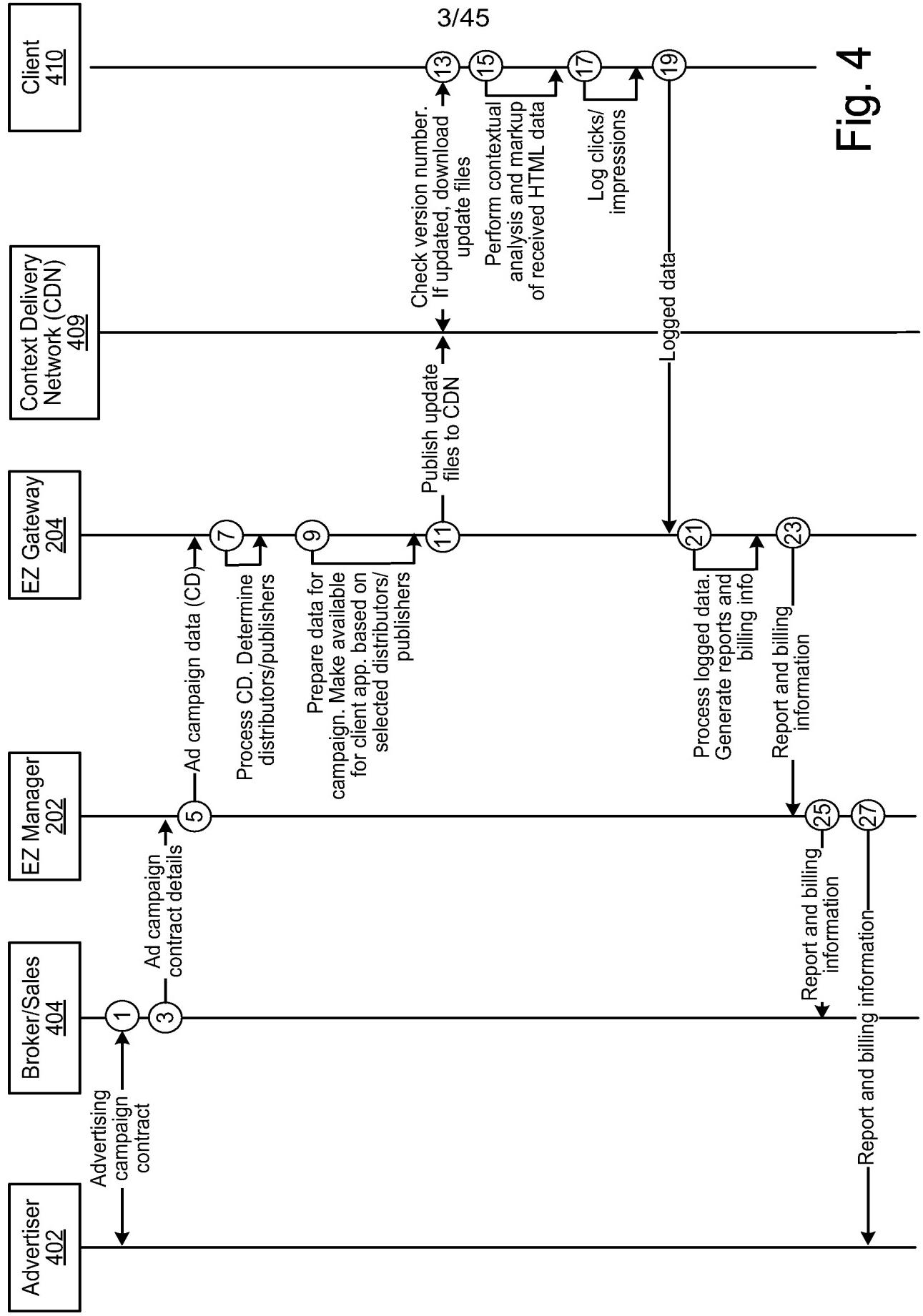
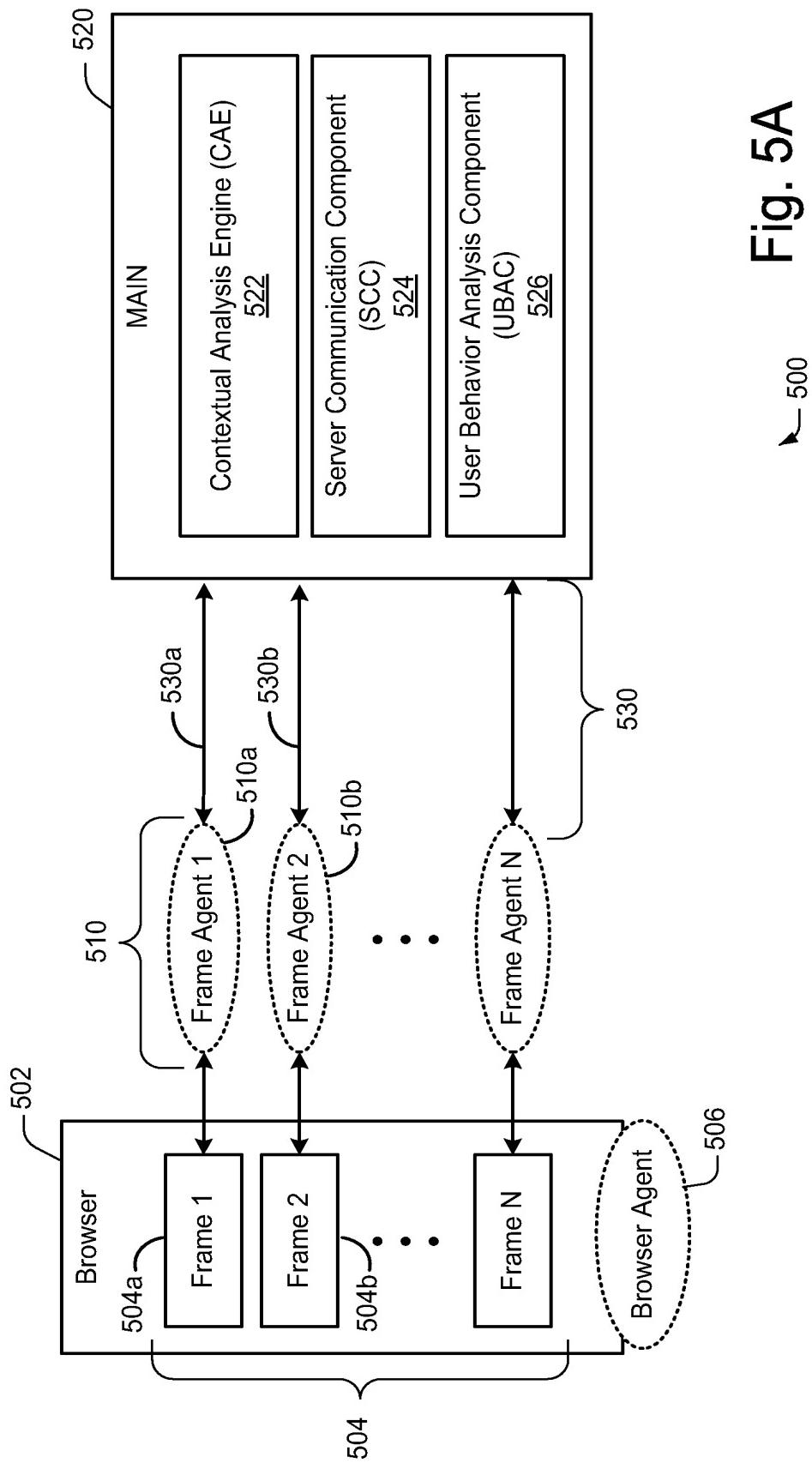


Fig. 3

**Fig. 4**





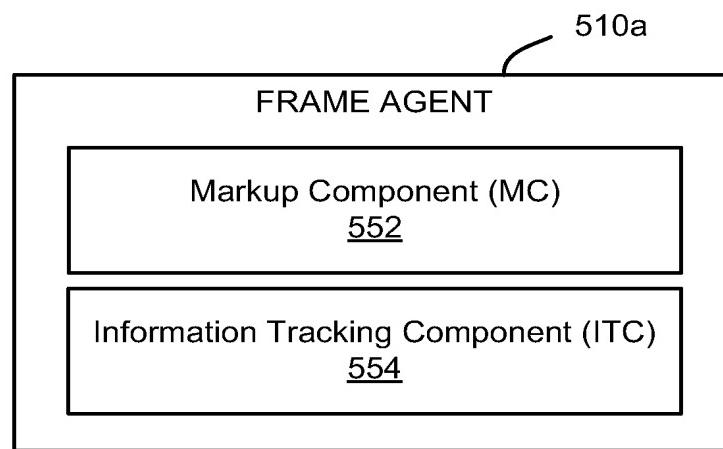
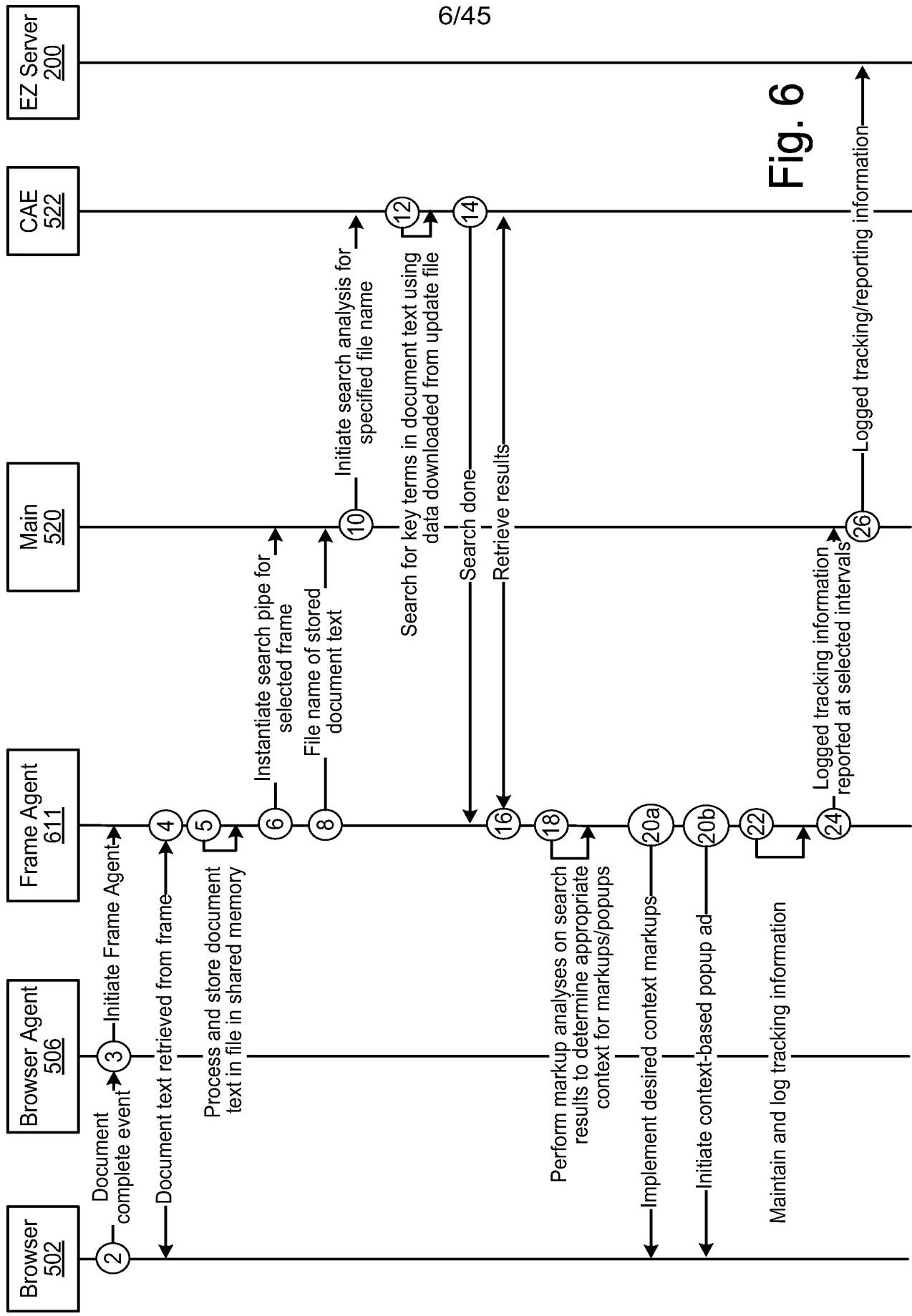
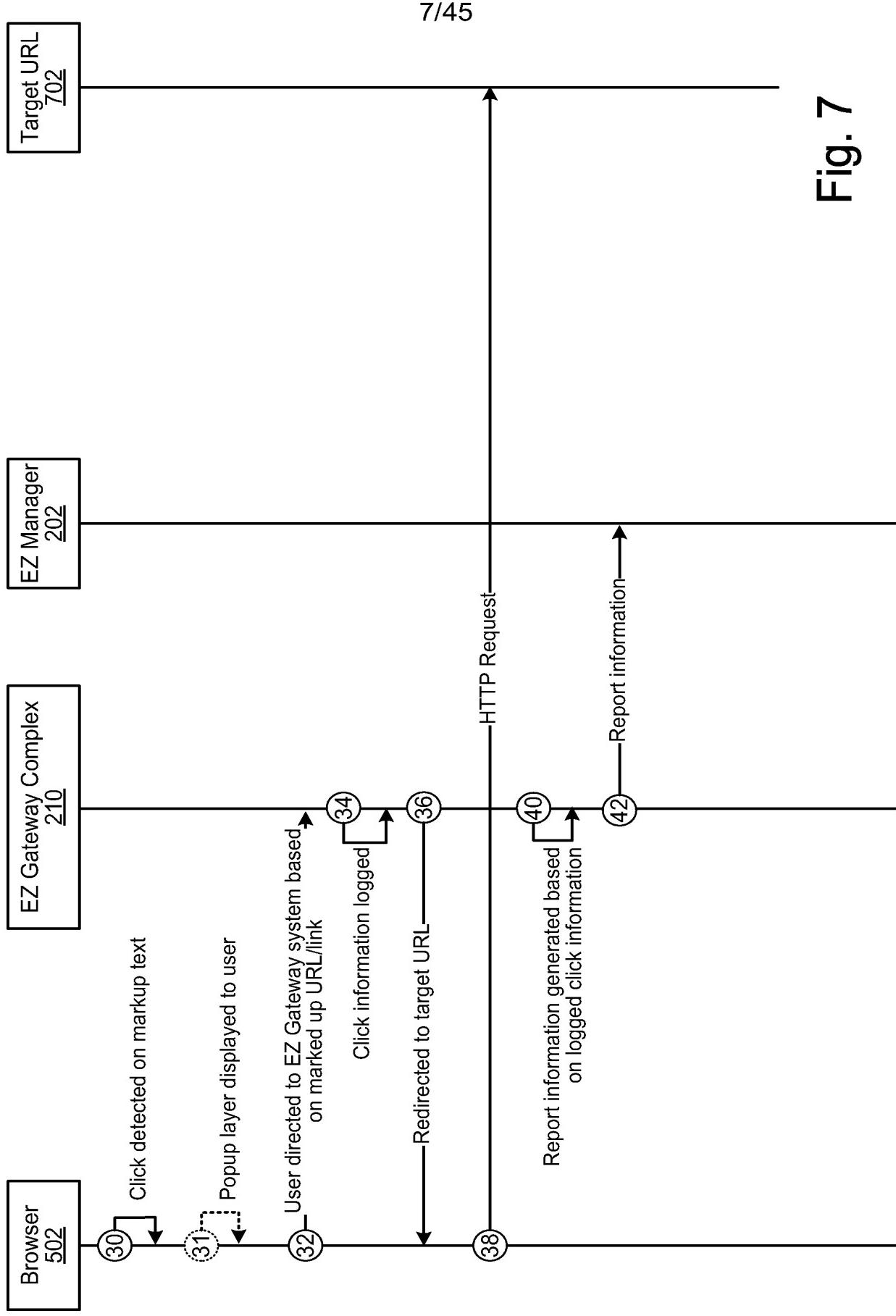


Fig. 5B



**Fig. 7**



Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator
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**Fig. 8**

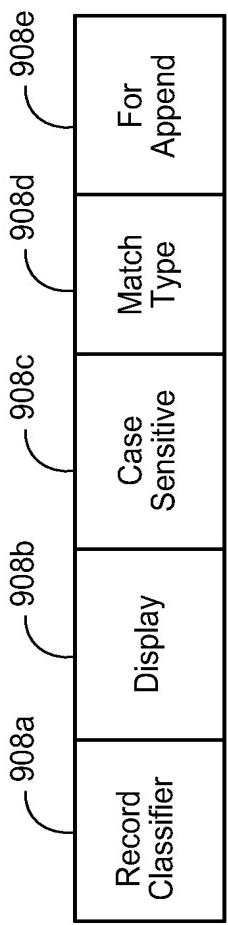
Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID
------------------------	---------------------	-----------------	--------------------------	---------------------	---------------------------	----------------	--------------------

**Fig. 9A**

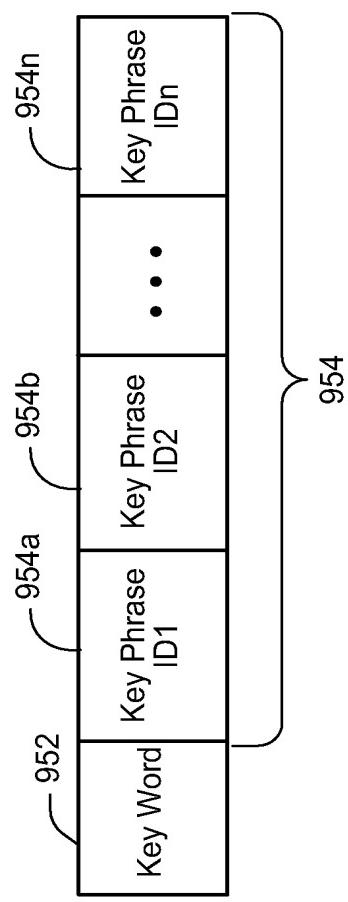
Site ID	Site Name	Group ID
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**Fig. 10**

**Fig. 9B**



**Fig. 9C**



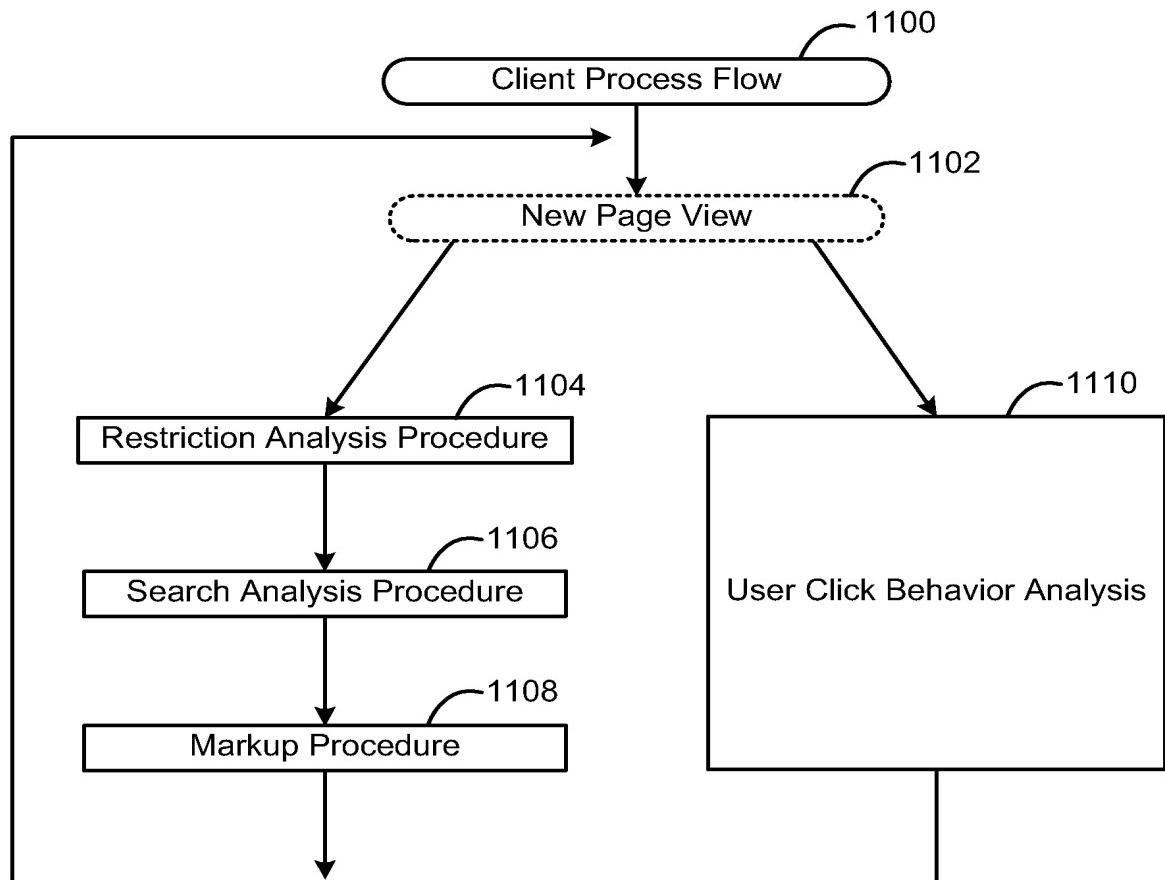


Fig. 11

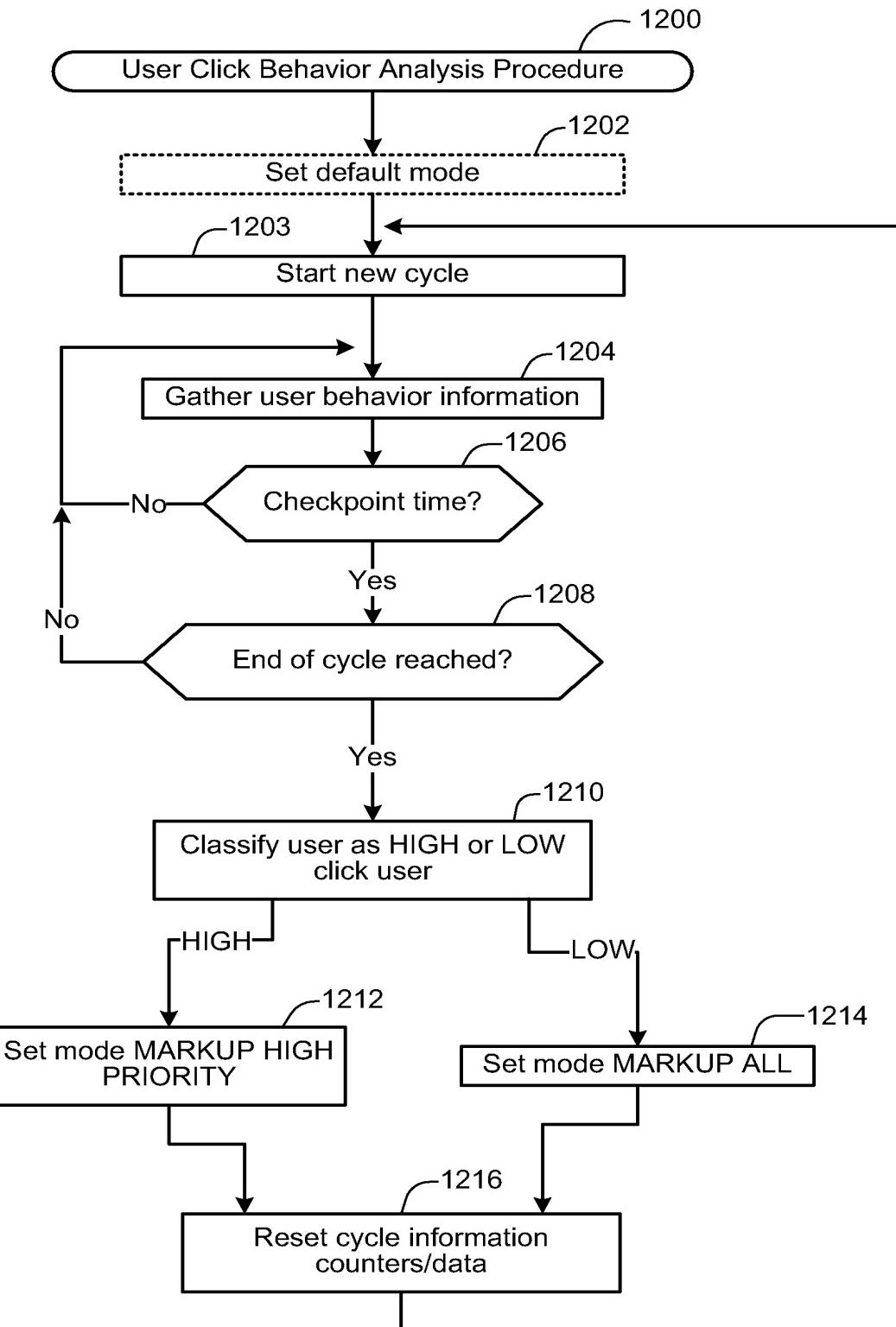


Fig. 12

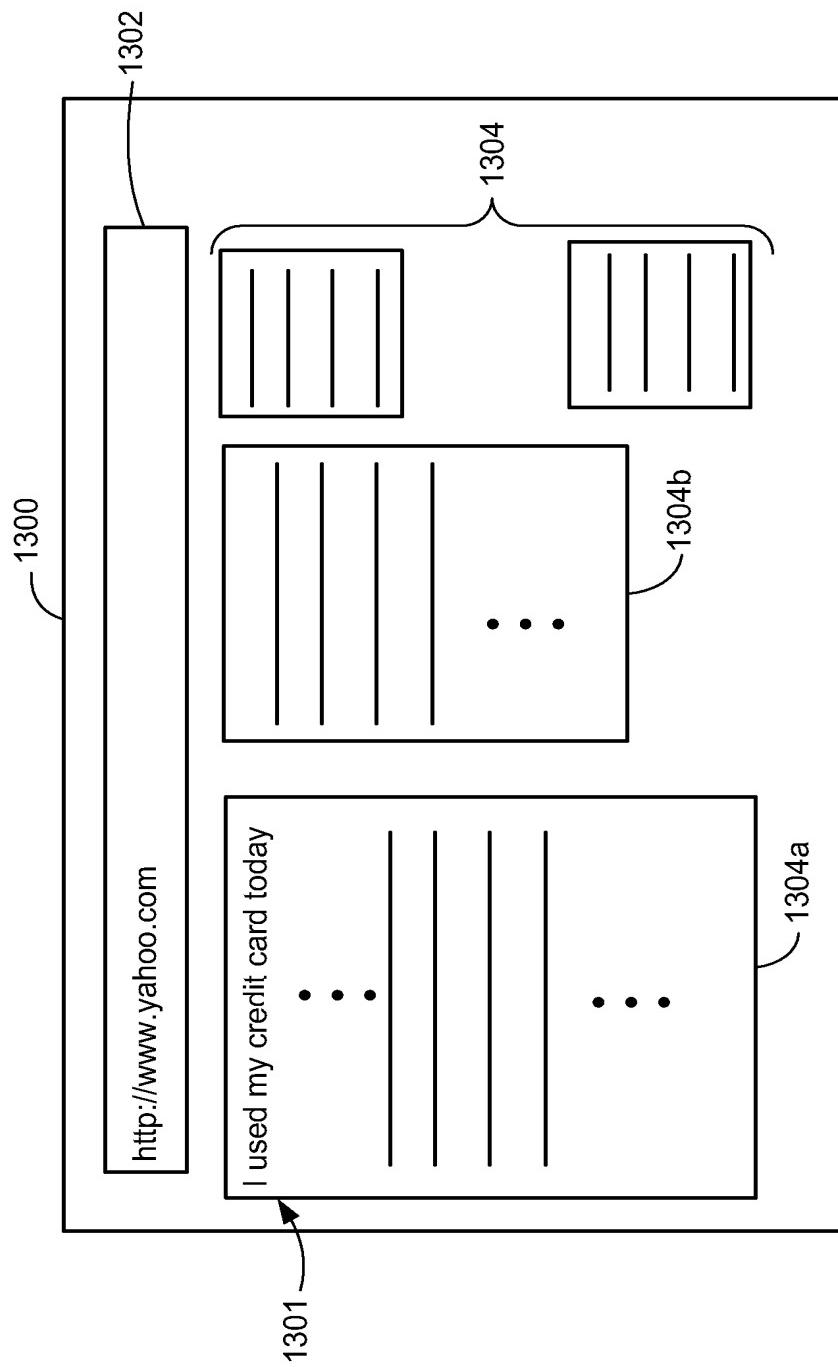


Fig. 13

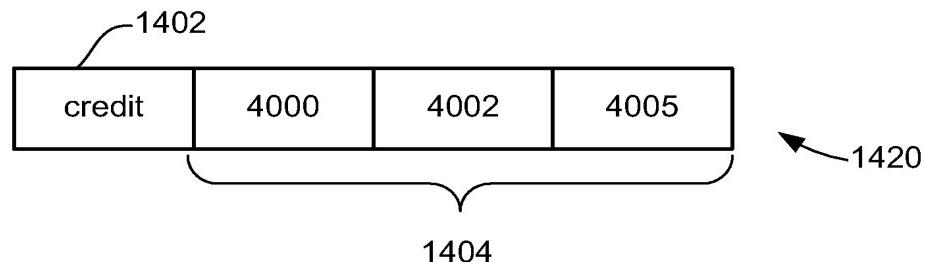


Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	1442
4002	Exact	"credit check"	100		9000	1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	1446

Arrows labeled 1440 point to the right side of the last three rows of the table.

Fig. 14B

5001	www.yahoo.com	2	1462
5002	www.cnn.com	0	1464

Fig. 14C

9000	5002	-	1480
------	------	---	------

Fig. 14D

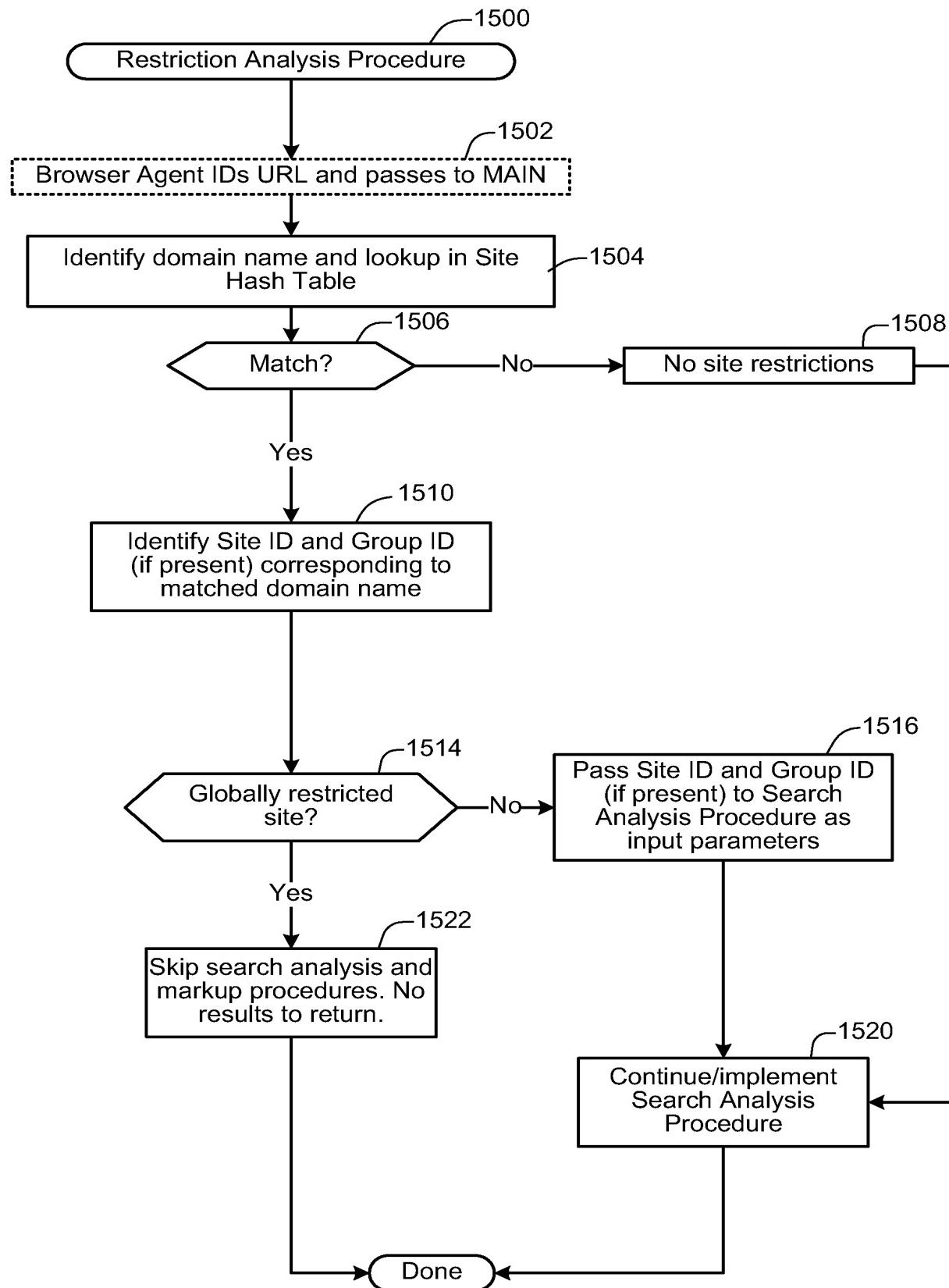


Fig. 15

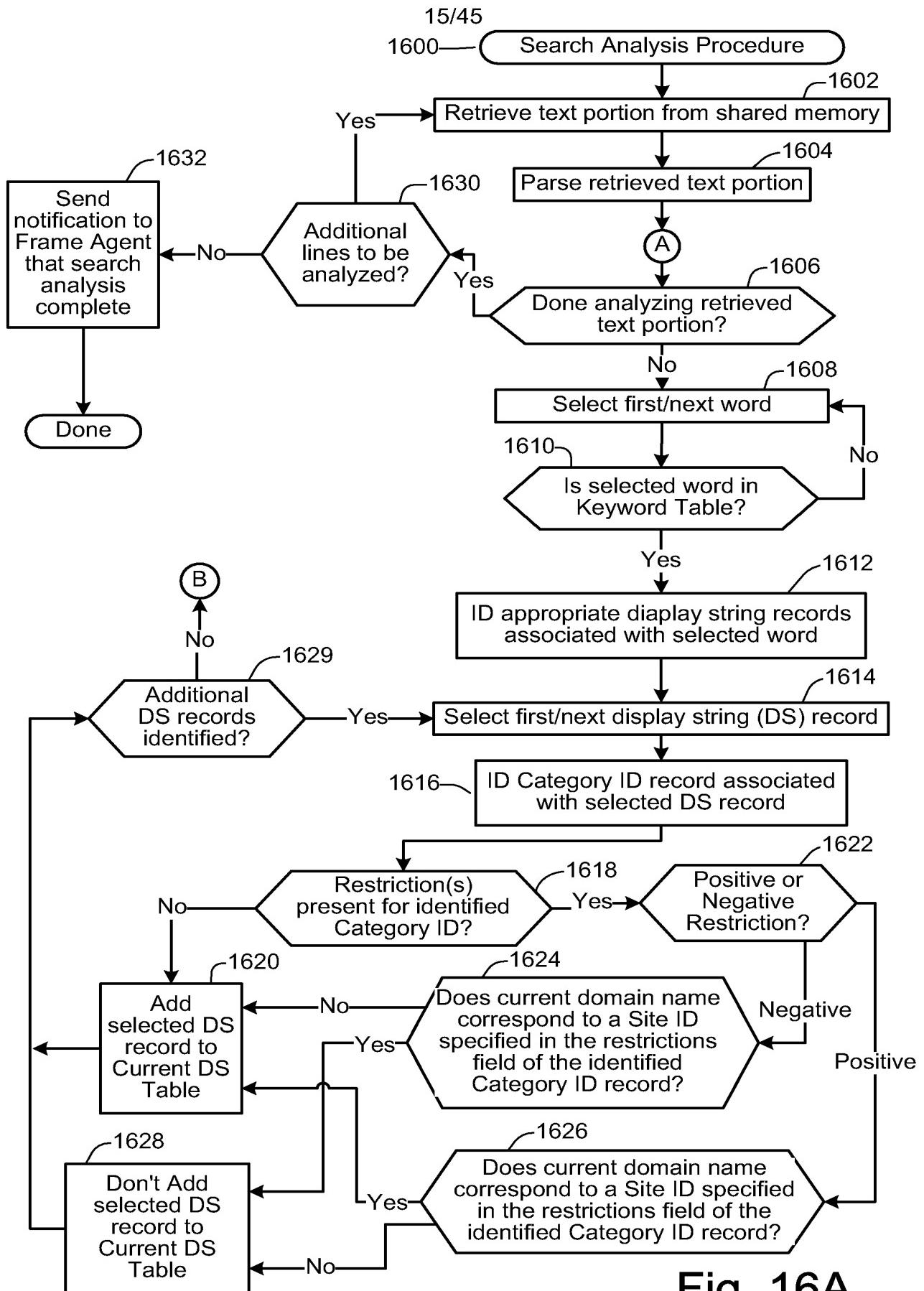


Fig. 16A

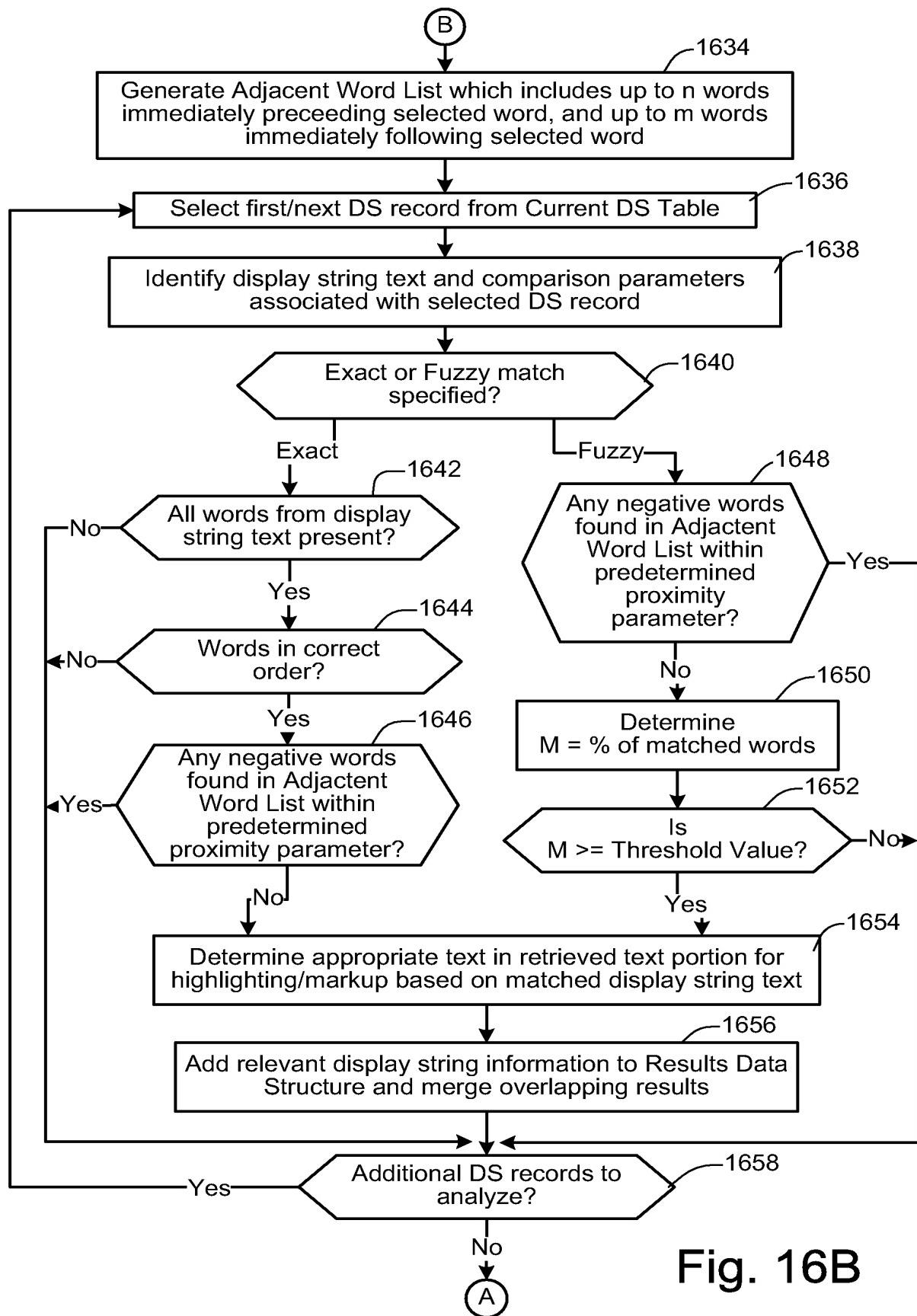


Fig. 16B

I	1
used	3
my	8
credit	11
card	18
today	23

1712 → 1714 →

**Fig. 17A**

→ 1710

credit	card
x	x

**Fig. 17B**

→ 1720

credit	check
x	

**Fig. 17C**

→ 1730

credit	card	APR
x	x	

**Fig. 17D**

→ 1740

4000	Exact	"credit card"	100	"check"	9000
4002	Exact	"credit check"	100		9000
4005	Fuzzy	"credit card APR"	60	"used"	9000

Diagram illustrating connections between rows:

- Row 4000 connects to Row 4002 via a curved arrow labeled 1772.
- Row 4002 connects to Row 4005 via a curved arrow labeled 1774.
- Row 4005 connects back to Row 4000 via a curved arrow labeled 1776.
- A separate curved arrow labeled 1770 points from the bottom right towards the top left, indicating a general flow or relationship between the rows.

Fig. 17E

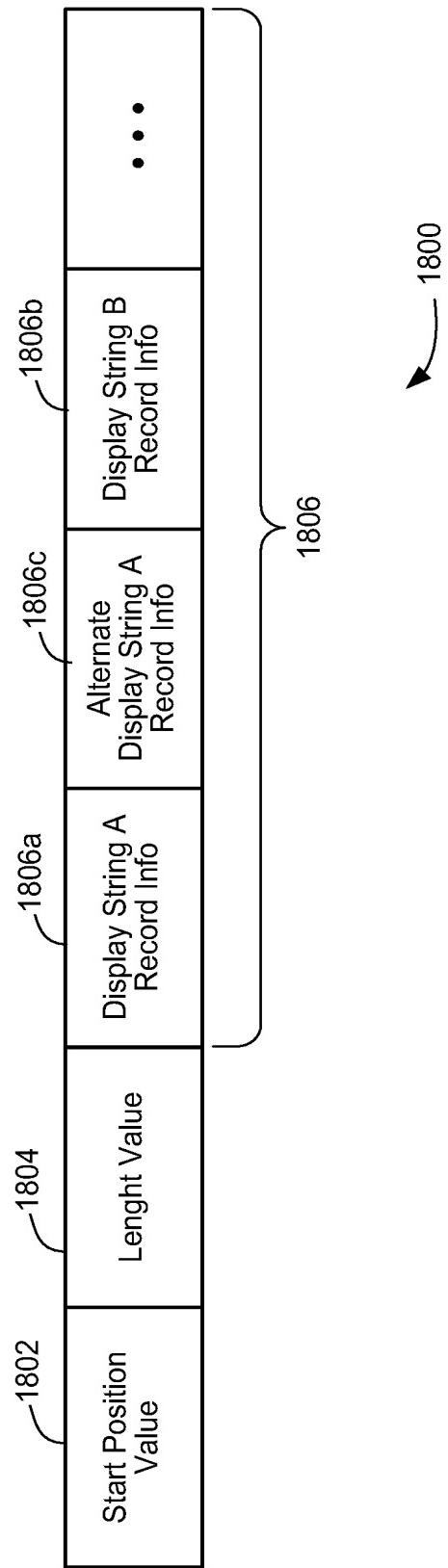


Fig. 18

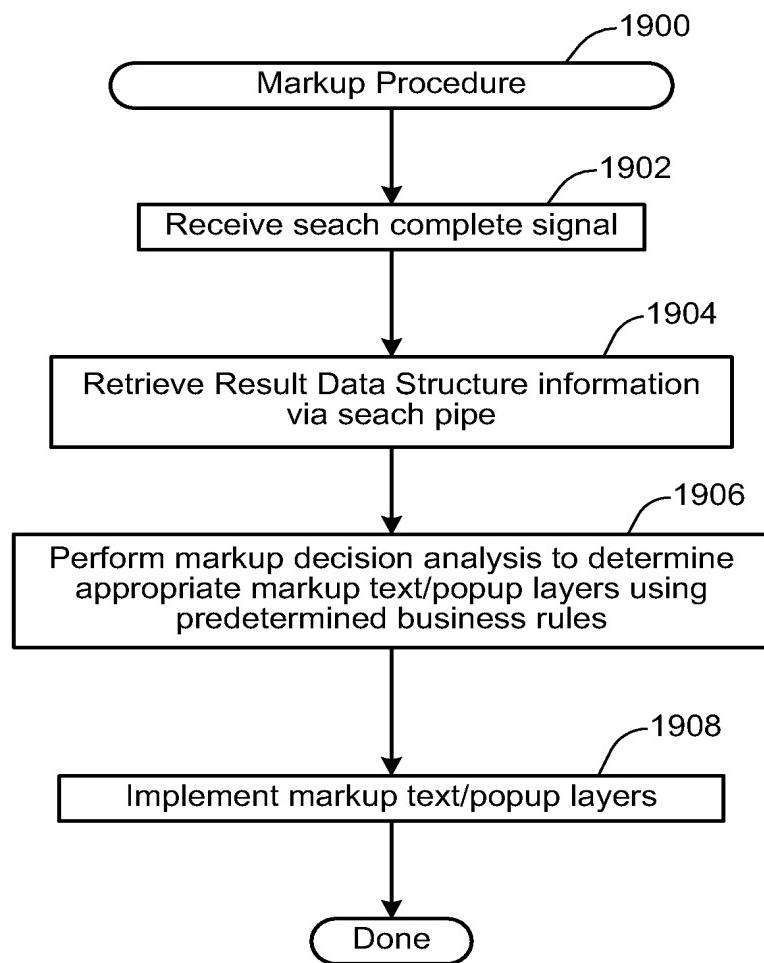


Fig. 19

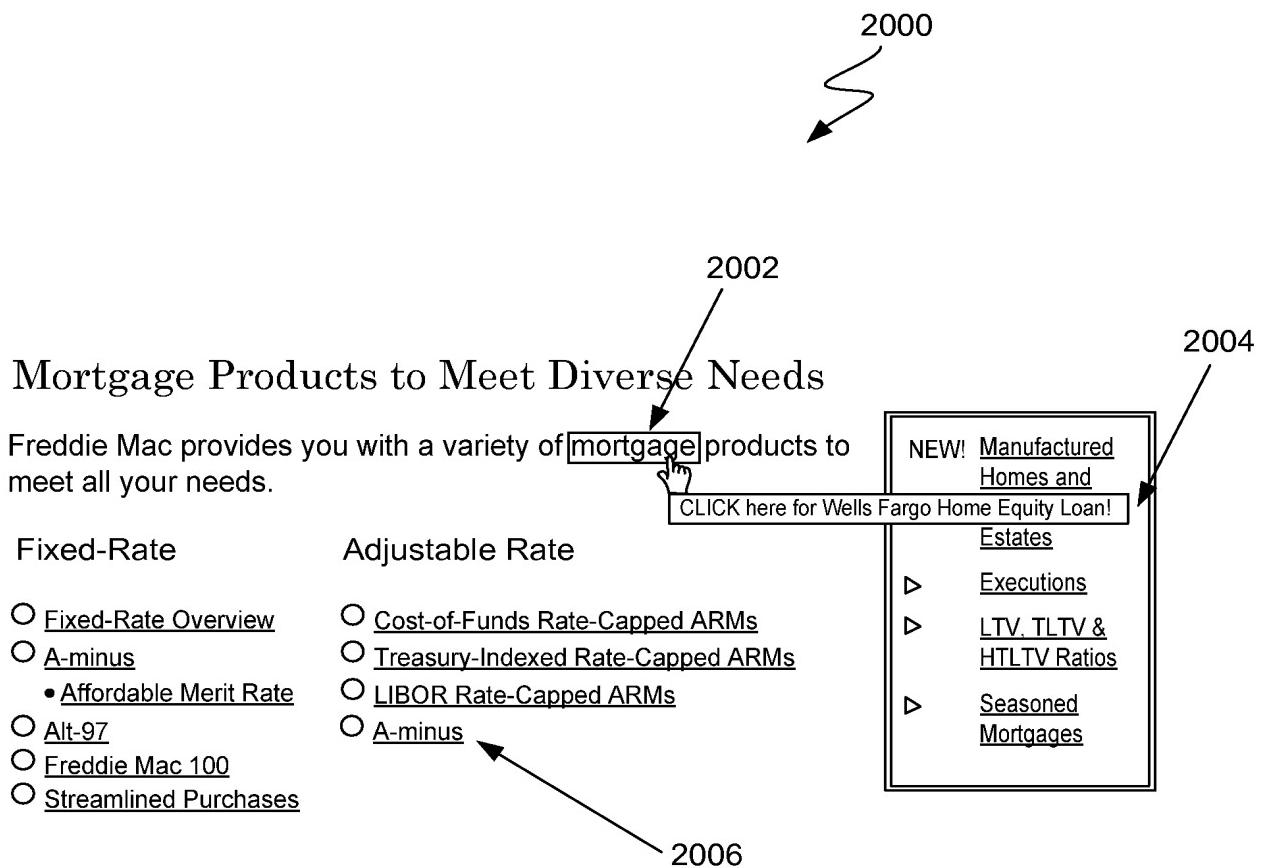


Fig. 20

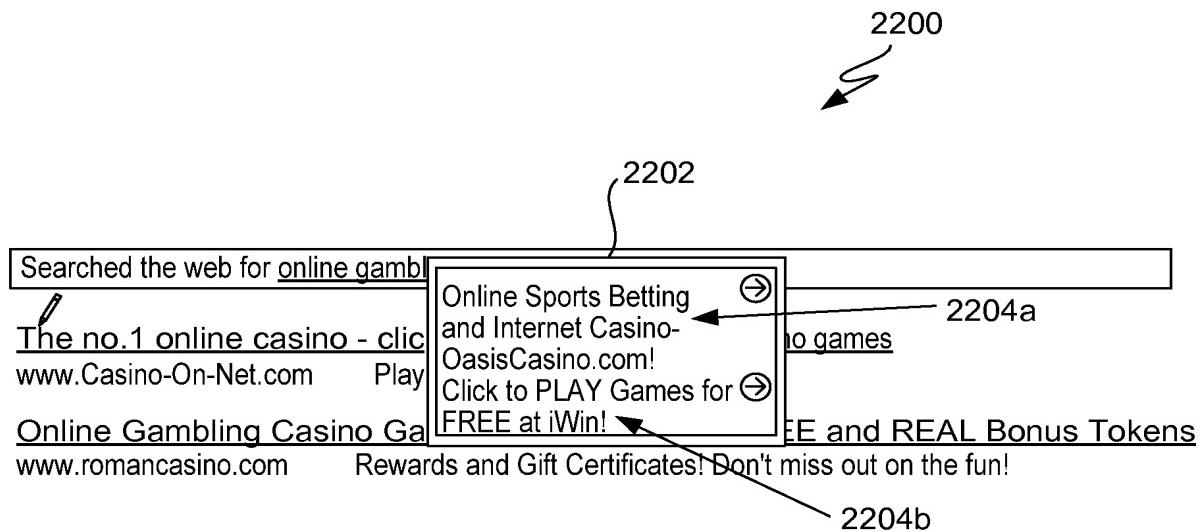


Fig. 21

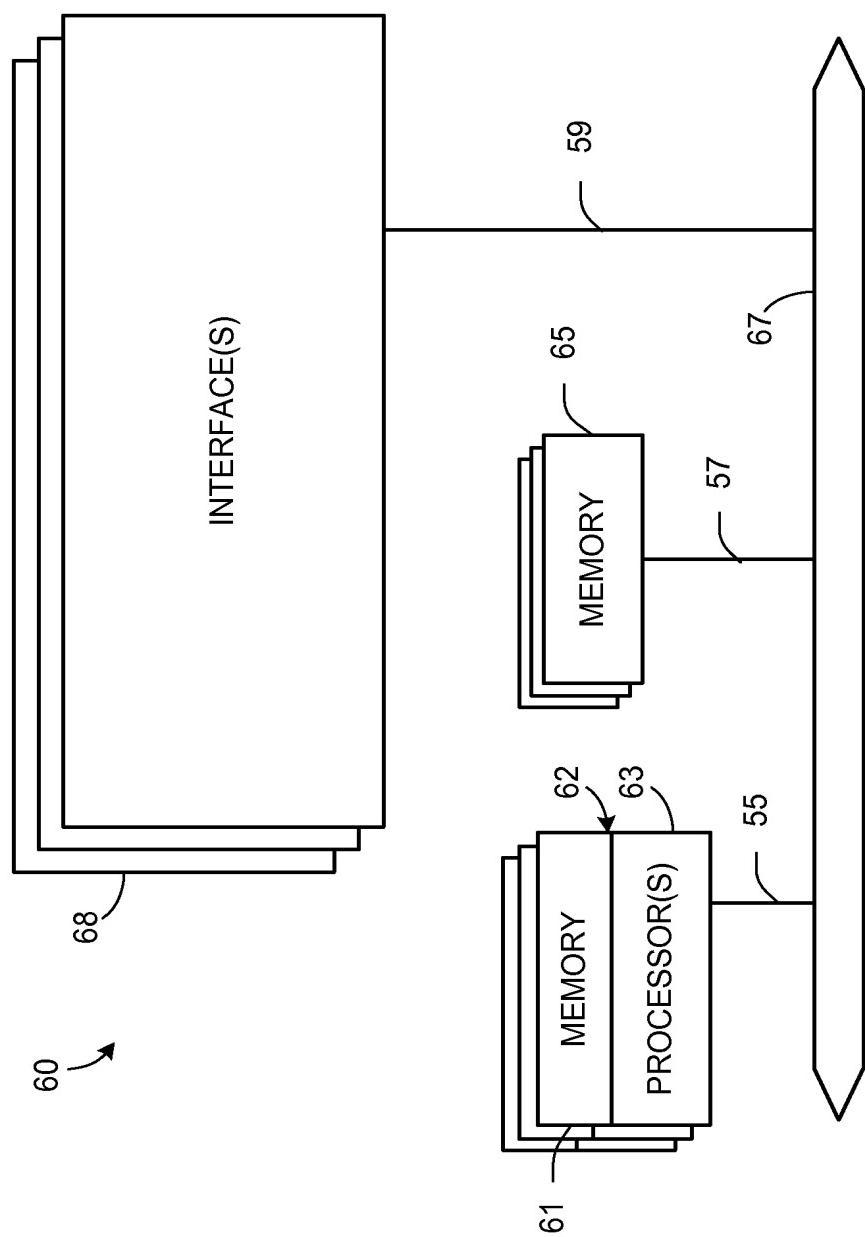


Fig. 22

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.704	0.793	0.925	0.937	0.999	0.944	0.903	1.045	0.946	0.940	1.113	1.760
Automotive	0.905	0.937	1.098	1.008	1.116	1.089	1.014	1.091	0.988	0.970	0.905	0.868
Computers & Electronics	0.971	0.909	0.980	0.873	0.931	0.928	0.931	1.000	0.948	0.916	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Books	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Entertainment & life	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Magazines	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Matchmaking	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Music	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Entertainment: Video	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.953	0.903	1.002	0.970	1.030	1.015	1.030	1.019	0.989	0.977	1.001	1.113
Home & Family: Home	0.828	0.810	0.977	1.069	1.198	1.112	1.039	1.067	0.998	1.039	0.953	0.896
Home & Family: Pets	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.778	0.807	0.921	0.942	1.000	0.965	0.929	0.985	0.915	0.956	1.170	1.631
Sports												
Sports: Sportsgear	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Telecom												
Travel												

Fig. 23

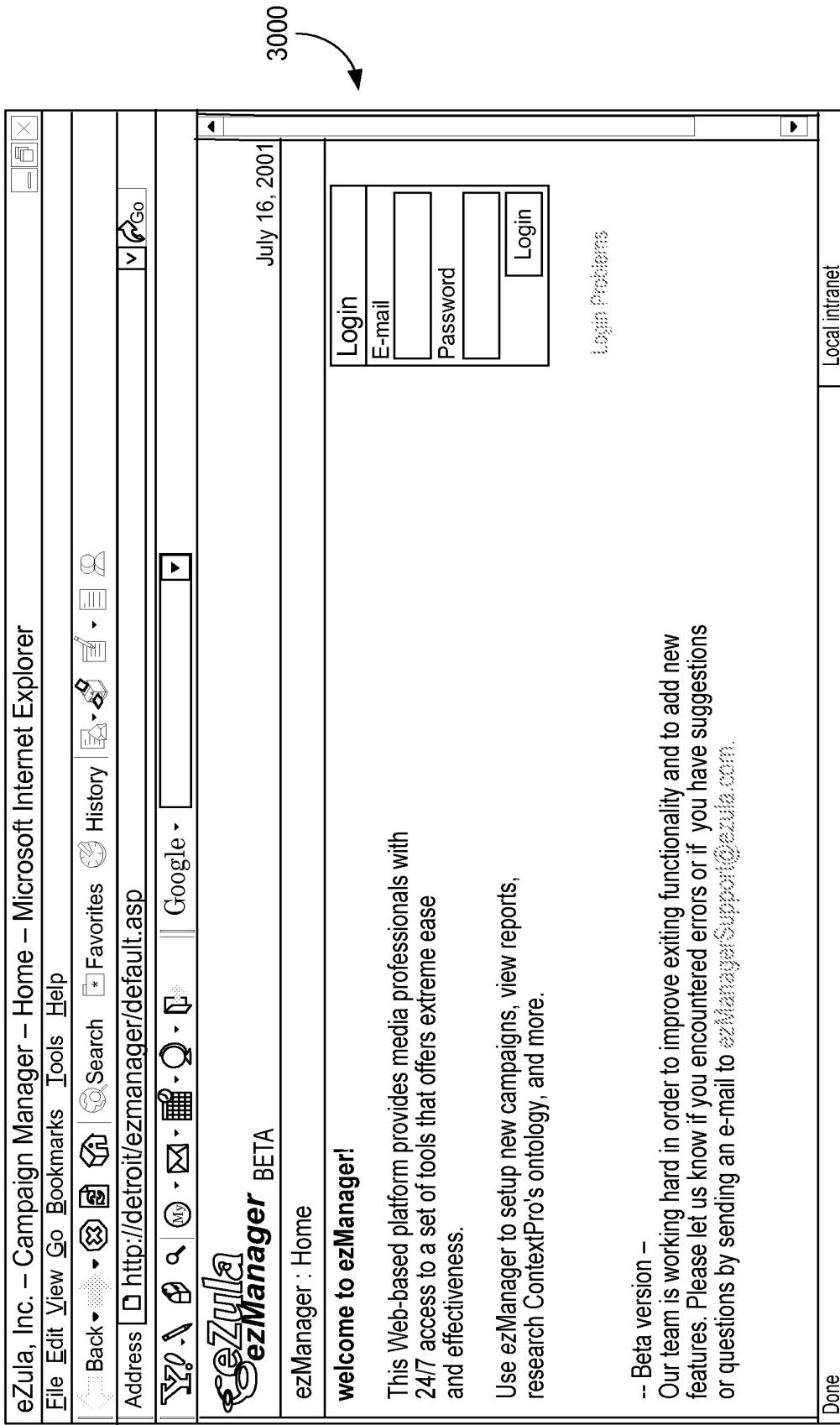


Fig. 24A

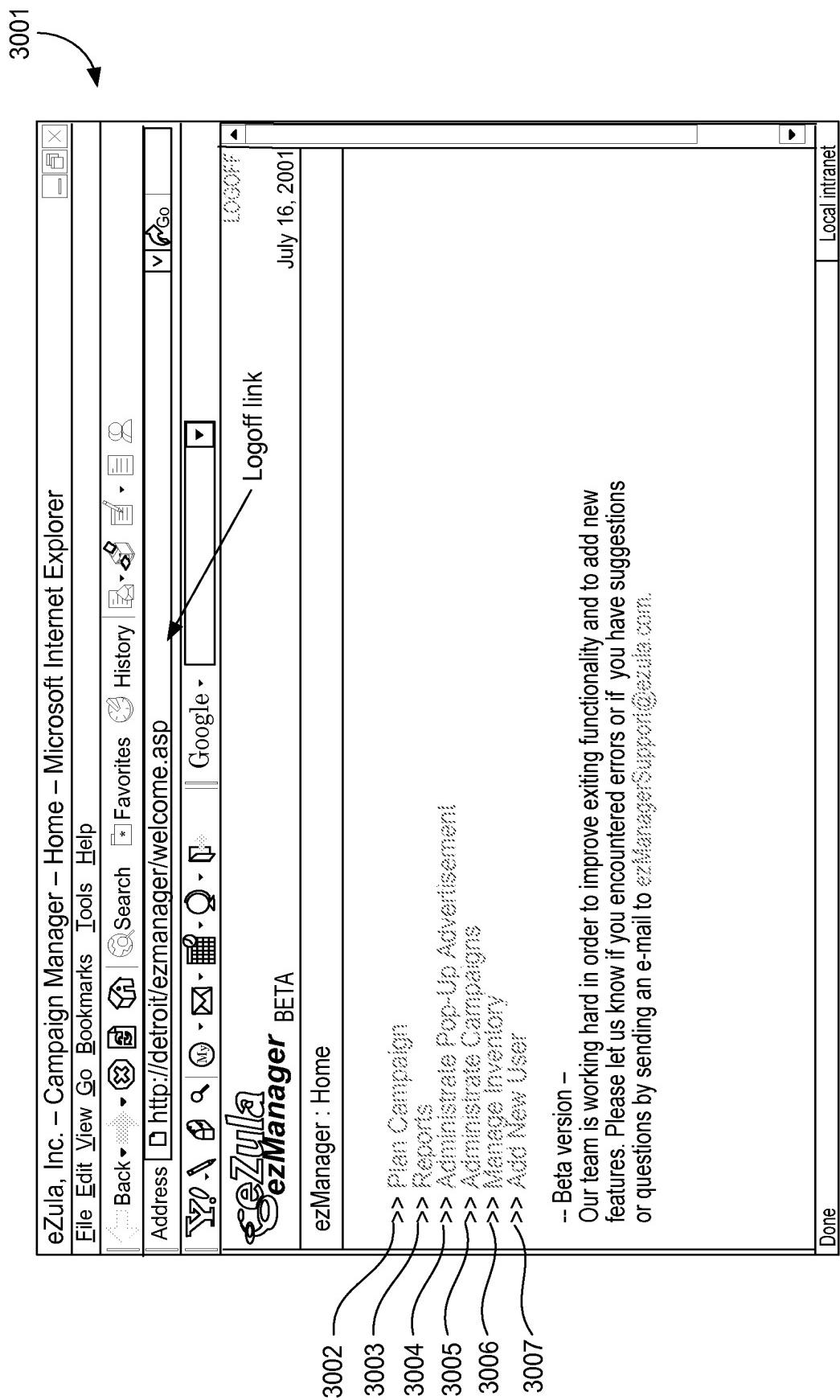
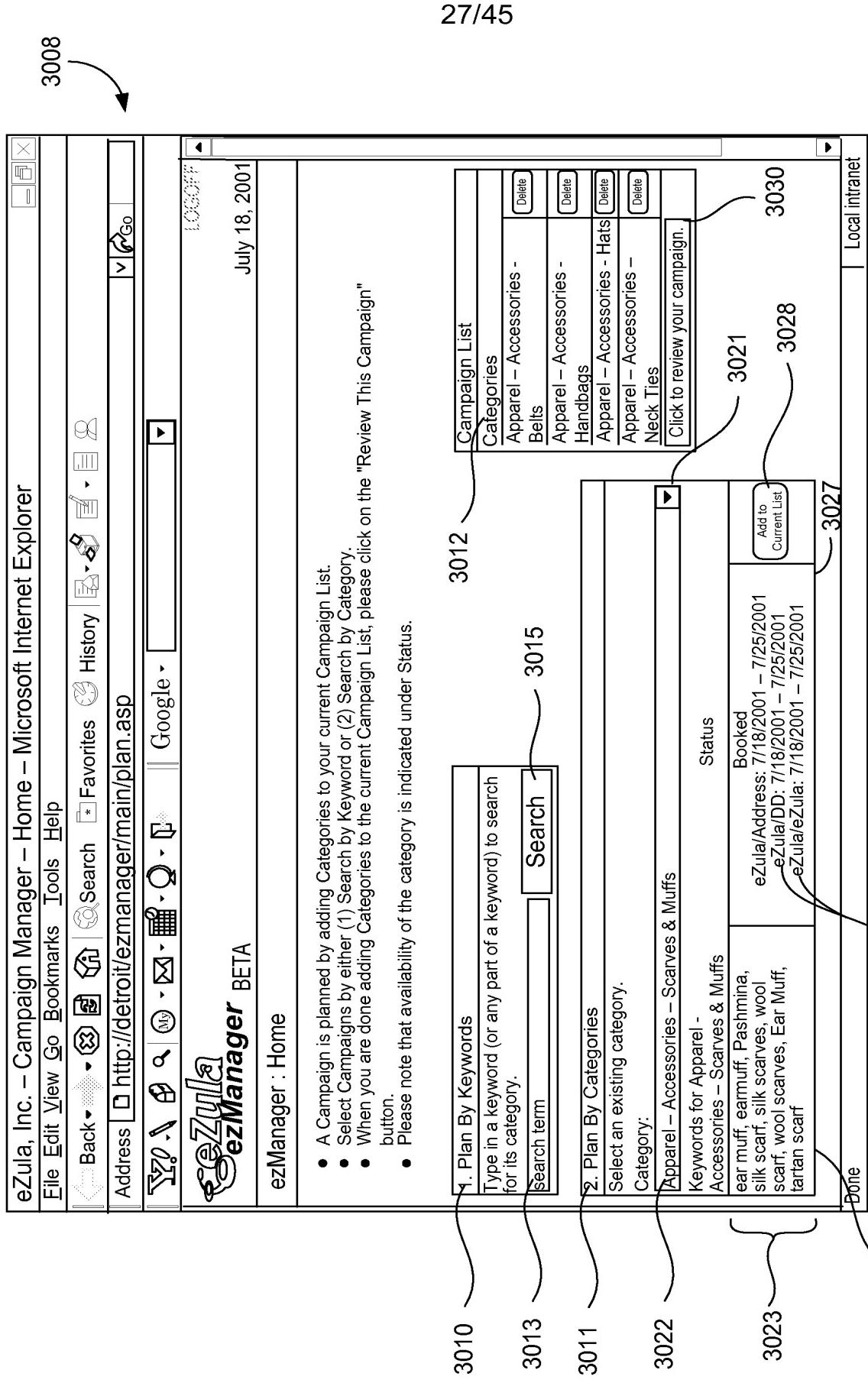


Fig. 24B



28/45

3016

ezManager : Search Results

Search results for 'clothing'

Clothing  Search Days: 7  Total: 364

Select categories for your campaign or wish list.

Categories

Babylon:14, Imesh:0, LingoWare:59, Sum: 73

Apparel

Booked 6/27/2001 – 7/4/2001

Select

Active Wear, Activewear, Boys apparel, Boy's Apparel, Cardigan Sweater, Careerwear, Casualwear, clothing, clothing Company, crew neck, Dresswear Girls Apparel, Girl's Apparel, Khakis, Knit Shirt, Mens Apparel, Men's Apparel, New Clothes, Turtleneck, Twinset, VNeck Sweater, Womens Apparel, Women's Apparel

Babylon:4, Imesh:42, LingoWare:6, Sum: 52

Apparel - Hawaiian

In Current List

Aloha Shirt, Hawaiian Clothes, Hawaiian clothing, Hawaiian Shirt, Straw Hat

Babylon:39, Imesh:11, LingoWare:27, Sum: 77

Apparel - Work Clothes and Uniforms

Booked 6/27/2001 – 7/4/2001

Uniforms, Work Clothes, Work clothing

Back to Category List

Done

Local intranet

3013

ezManager BETA

3020 3018

July 2, 2001

Campaign List

Categories

Apparel – Hawaiian  Delete

Click to review your campaign.

3016

3017

Fig. 24D

ezula, Inc. – Campaign Manager – Home – Microsoft Internet Explorer

File Edit View Go Bookmarks Tools Help

Back ▶ History Favorites Go

Address

ezManager BETA

June 15, 2001

ezManager : Lists

<< Back to planning

### Campaign List

Category	Keywords	Suggested
Apparel	<input type="button" value="Delete"/> Boys Apparel <input type="button" value="Delete"/> Girls Apparel <input type="button" value="Delete"/> Womens Apparel <input type="button" value="Delete"/> Mens Apparel <input type="button" value="Delete"/> Active Wear <input type="button" value="Delete"/> Activewear <input type="button" value="Delete"/> Cardigan Sweater <input type="button" value="Delete"/> Clothing <input type="button" value="Delete"/> crew neck	<input type="button" value="Delete"/> v neck  <input type="button" value="Delete"/> 3033  <input type="button" value="Delete"/> 3037 <input type="button" value="Delete"/> 3038  <input type="button" value="Delete"/> Suggest more: <input type="button" value="Add"/>
Calendars		<input type="button" value="Delete"/> date book  <input type="button" value="Delete"/> date book  <input type="button" value="Delete"/> Suggest more: <input type="button" value="Add"/>

3032

3029

29/45

3031

3040

Done

Local Intranet

Book this campaign >>

Fig. 24E

**Fig. 24F**

30/45

The diagram illustrates three windows related to campaign management:

- Top Window (ezula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer):**
  - Address bar: http://detroit/ezmanager/Main/Book.asp
  - Buttons: Back, Forward, Stop, Refresh, Favorites, History, Print, Help.
  - Text: "ezManager BETA" and "July 2, 2001".
  - Logoff button.
- Middle Window (Book a Campaign):**
  - Section: "Campaign Properties".
  - Text: "Please enter the Title and URL destination for each category, then press 'update'. If there are multiple categories, the input boxes will become available only when all categories above are completely filled in."
  - Table: "Book a Campaign" with columns: Categories, Keywords, Destination Title, Destination URL.
  - Data:
 

Categories	Keywords	Destination Title	Destination URL
Apparel-Accessories	Ear Muffs, Pashmina, silk scarf, silk scarves	3046	http:// 3047
Apparel-Hawaiian	Aloha Shirt, Hawaiian Shirt, Hawaiian Clothing, Hawaiian Clothes		http:// 3048
Apparel-Work Clothes and Uniforms	Work Clothing, Uniforms, Work Clothes		http:// 3049
Art-Galleries	Art Collecting, antique collecting, art galleries, art gallery, fine art, Impressionist Art, Lithographs, art		http:// 3050
  - Buttons: Update, Print, Local Intranet.
- Bottom Window (ezula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer):**
  - Address bar: http://detroit/ezmanager/Main/Book.asp
  - Buttons: Back, Forward, Stop, Refresh, Favorites, History, Print, Help.
  - Text: "ezManager BETA" and "July 2, 2001".
  - Logoff button.

Annotations with numbers:

- 3041: Points to the Logoff button in the top window.
- 3042: Points to the "Book a Campaign" section in the middle window.
- 3043: Points to the "Destination Title" column header in the middle window's table.
- 3044: Points to the "Destination URL" column header in the middle window's table.
- 3045: Points to the "Destination Title" cell for the first row in the middle window's table.
- 3046: Points to the "Destination Title" cell for the second row in the middle window's table.
- 3047: Points to the "Destination URL" cell for the first row in the middle window's table.
- 3048: Points to the "Destination URL" cell for the second row in the middle window's table.
- 3049: Points to the "Destination URL" cell for the third row in the middle window's table.
- 3050: Points to the "Destination URL" cell for the fourth row in the middle window's table.

3055

Back ▶ ▷  History  Favorites  History  Go

Address

Google

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

Book a Campaign		3045	
Categories	Keywords	Destination Title	Destination URL
Apparel- Accessories -Neck Ties	necktie, neck Tie, bow tie, bowtie, power tie, tie pin, tiepin	Neck Ties (maximum 255 characters)	<input type="text" value="http://www.neckties.com/"/> (maximum 255 characters) 3046

3053

Campaign Properties

Campaign Name:	Your Campaign Name
Begin (at least 24 Hours from now):	July <input checked="" type="radio"/> 20 <input checked="" type="radio"/> 2001 <input checked="" type="radio"/>
End Date:	July <input checked="" type="radio"/> 20 <input checked="" type="radio"/> 2001 <input checked="" type="radio"/>
Number of Clicks:	10000
CPC:	\$ <input type="text"/> . <input type="text"/> <input type="text"/> <input type="text"/>
Name:	Jonathan Knoll
Partner:	<input checked="" type="checkbox"/> eZula
Agency:	The Agency
Advertiser:	The Advertiser
Publisher:	<input checked="" type="checkbox"/> eZula <input checked="" type="checkbox"/> Address <input type="checkbox"/> DD <input checked="" type="checkbox"/> Web3K <input checked="" type="checkbox"/> KaZaA <input type="checkbox"/> eAccel
Campaign Notes:	- Restricted Publishers - Restricted Sites (including advertiser's)

3056

3057

3060

3062

Activate Campaign

Done

Local intranet

Fig. 24G

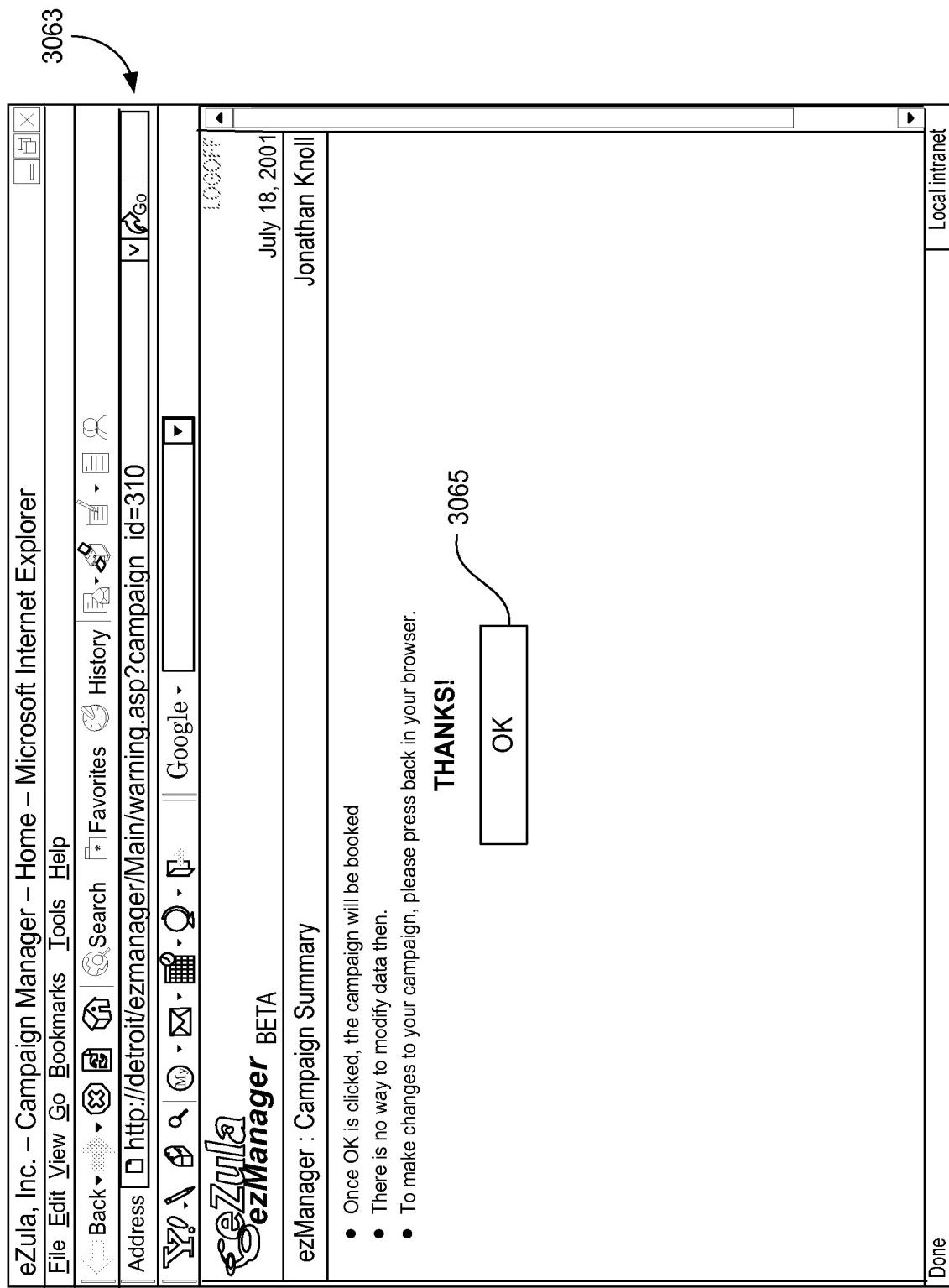


Fig. 24H

33/45

3066

**Campaign Summary for Campaign #310: Your Campaign Name**

Campaign Manager:	Jonathan Knoll
Partner:	ezJula
Publishers:	DD, Web3K, KazaA, eAccel
Agency:	The Agency
Advertiser:	The Advertiser
Begin Date:	7/19/2001
End Date:	7/26/2001
Duration:	7 days
CPC	0.6
Number of Clicks:	10000
Notes:	- Restricted Publishers – Restricted Sites (including advertiser's)

**Category Information**

Category:	Calendars	View Keywords
Booked For:	DD, Web3K, KazaA, eAccel	
Category:	Computing - Downloads - IM	View Keywords
Booked For:	Address, DD, eAccel, ezJula, KazaA, Web3K	

**Book Campaign**

Your campaign has been booked!

Done Local Intranet

3067

3068

Fig. 24|

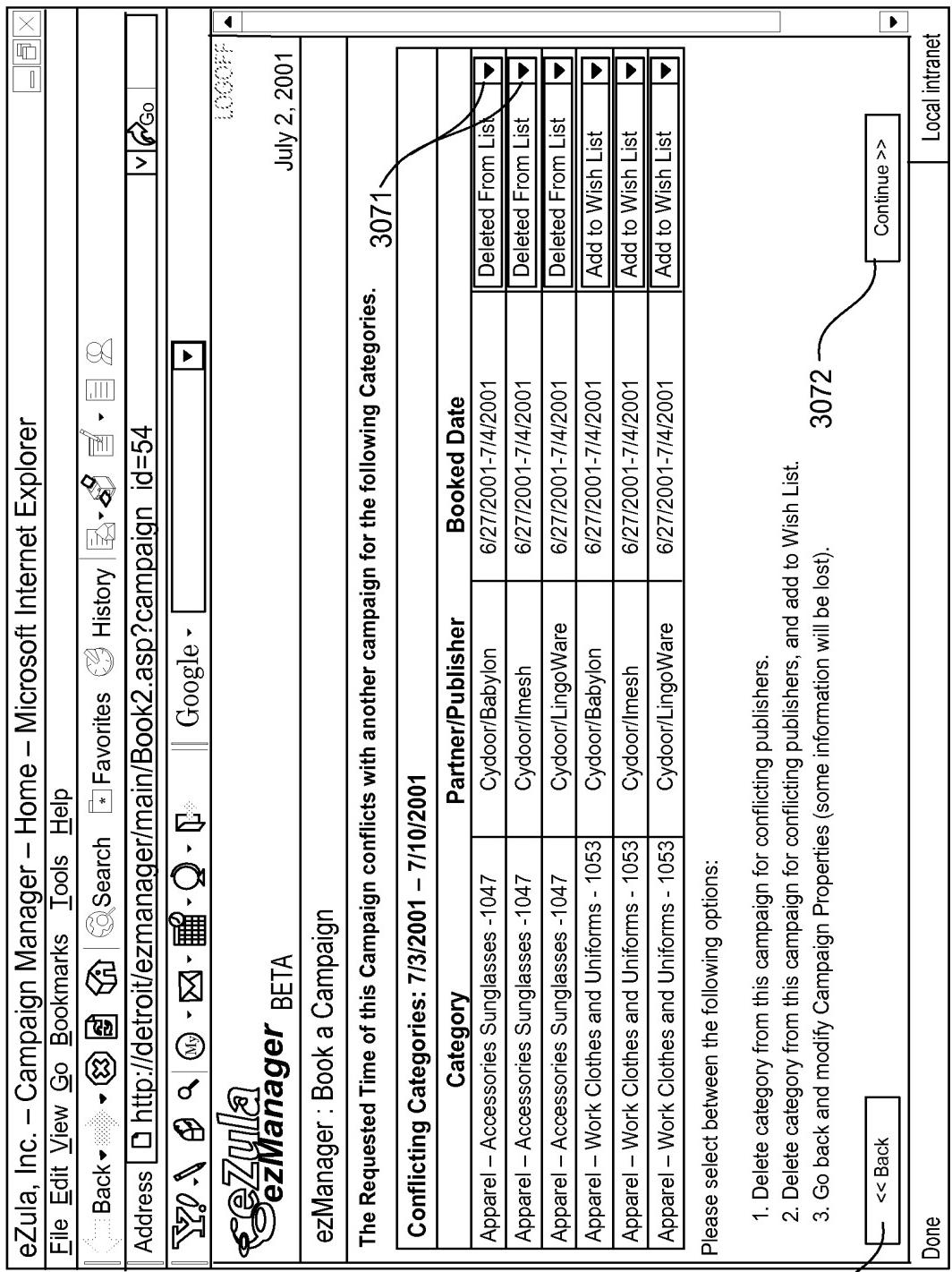


Fig. 24J

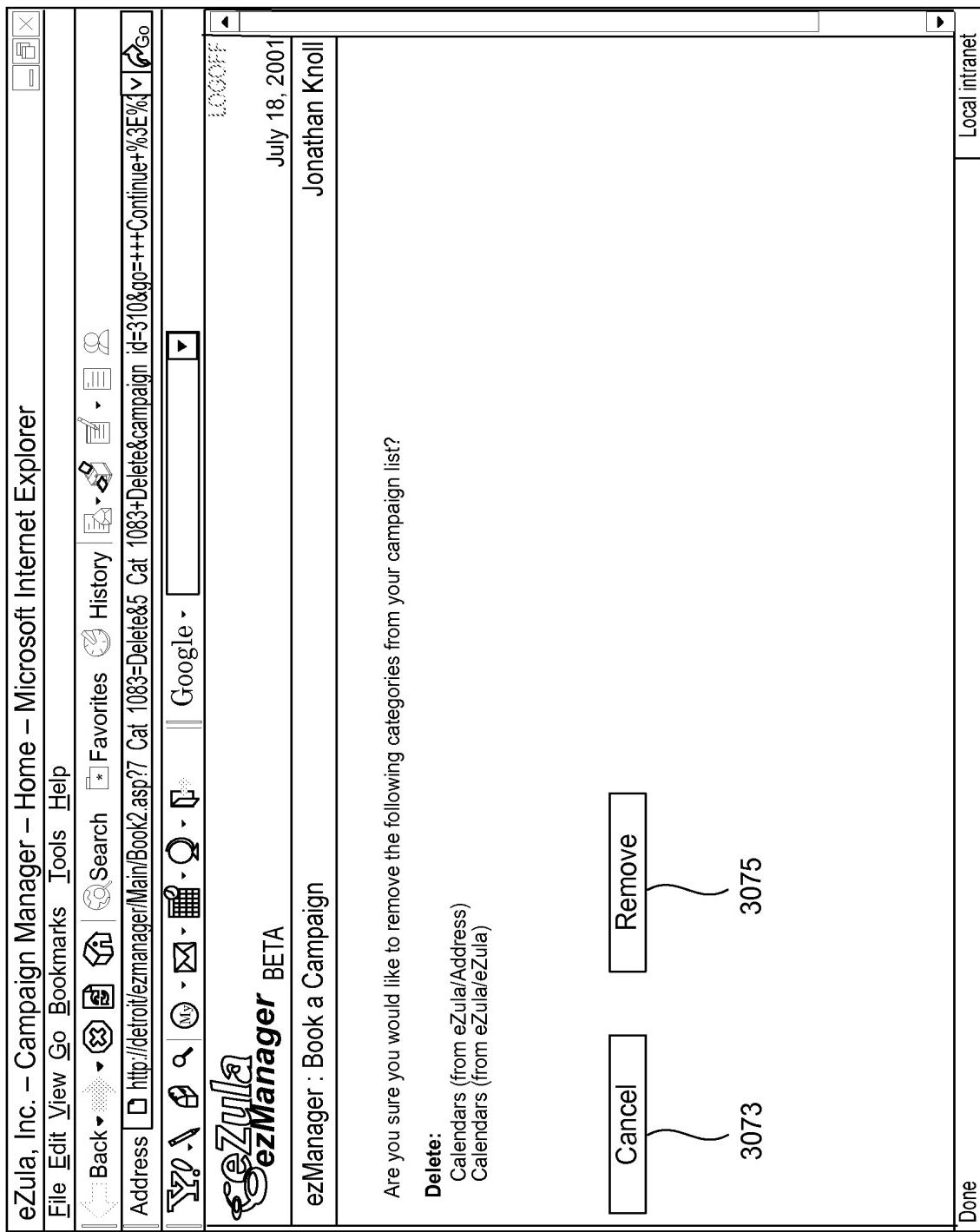


Fig. 24K

Active Publishers					
Status	Campaigns	Last Modified			Initial Upload
0	Affiliates_general_public	2001-06-29 16:37:12			2001-07-11 01:11:51
0	BMG0605_public	2001-06-29 16:37:44	eZula, Address, DD, Juno, AllStack, Web3K, KaZaa, DigitalRoot, Imesh, WBug, LingovWare, Babylon, Goodsol, eAccel		2001-07-19 01:03:09
0	Webroot_1_public	2001-06-29 16:38:09			2001-07-03 15:32:44
0	VirtualVegas0518_public	2001-06-29 16:38:28	eZula, Address, DD, Juno, AllStack, Web3K, KaZaa, DigitalRoot, Imesh, WBug, LingovWare, Babylon, Goodsol, eAccel		2001-07-19 01:03:10
0	Furniture_Find_public	2001-06-29 16:38:59			2001-07-19 01:03:09
0	Consumer_Info_1_public	2001-06-29 16:39:43	eZula, Address, DD, Juno, AllStack, Web3K, KaZaa, DigitalRoot, Imesh, WBug, LingovWare, Babylon, Goodsol, eAccel		2001-07-19 01:03:09
0	Heartland0530_public	2001-06-29 16:40:05			2007-07-11 01:05:45
0	Kazaa0620_public	2001-06-29 16:40:27	eZula, Address, DD, Juno, AllStack, Web3K, KaZaa, DigitalRoot, Imesh, WBug, LingovWare, Babylon, Goodsol, eAccel		2001-07-04 00:21:50
0	HomeGain0626_public	2001-06-29 16:40:58			2001-07-20 00:17:20
0	Webroot0701	2001-06-30 16:52:48			2007-07-10 00:20:49
0	CreditCardSearchEngine0626	2001-07-02 20:43:11	eZula, Address, DD, Juno, AllStack, Web3K, KaZaa, DigitalRoot, Imesh, WBug, LingovWare, Babylon, Goodsol, eAccel		2001-07-13 00:34:22
0	InvoiceDealers0706	2001-07-06 20:23:49	eZula, Address, DD, Web3K, eAccel		2001-07-20 00:19:13
0	Short_Affiliates_General	2001-07-06 20:25:34	eZula, Address, DD, Juno, AllStack, Web3K, KaZaa, DigitalRoot, Imesh, WBug, LingovWare, Babylon, Goodsol, eAccel, NetCapitor		2001-07-20 18:35:35

108

The active Publishers for this Campaign. This means that the listed Publisher's client applications are currently running this Campaign.

Initial Upload and processing time. This is the time when the Campaign actually started.

Status Indicator. Indicates the current status of the campaign. The Status be the following::  
 1. Locked  
 2. Editable & Uploadable  
 3. Commit Pending  
 4. Commit Pending II

Campaign Name

Date and time of last changes to the campaign.

4000

4003

4006

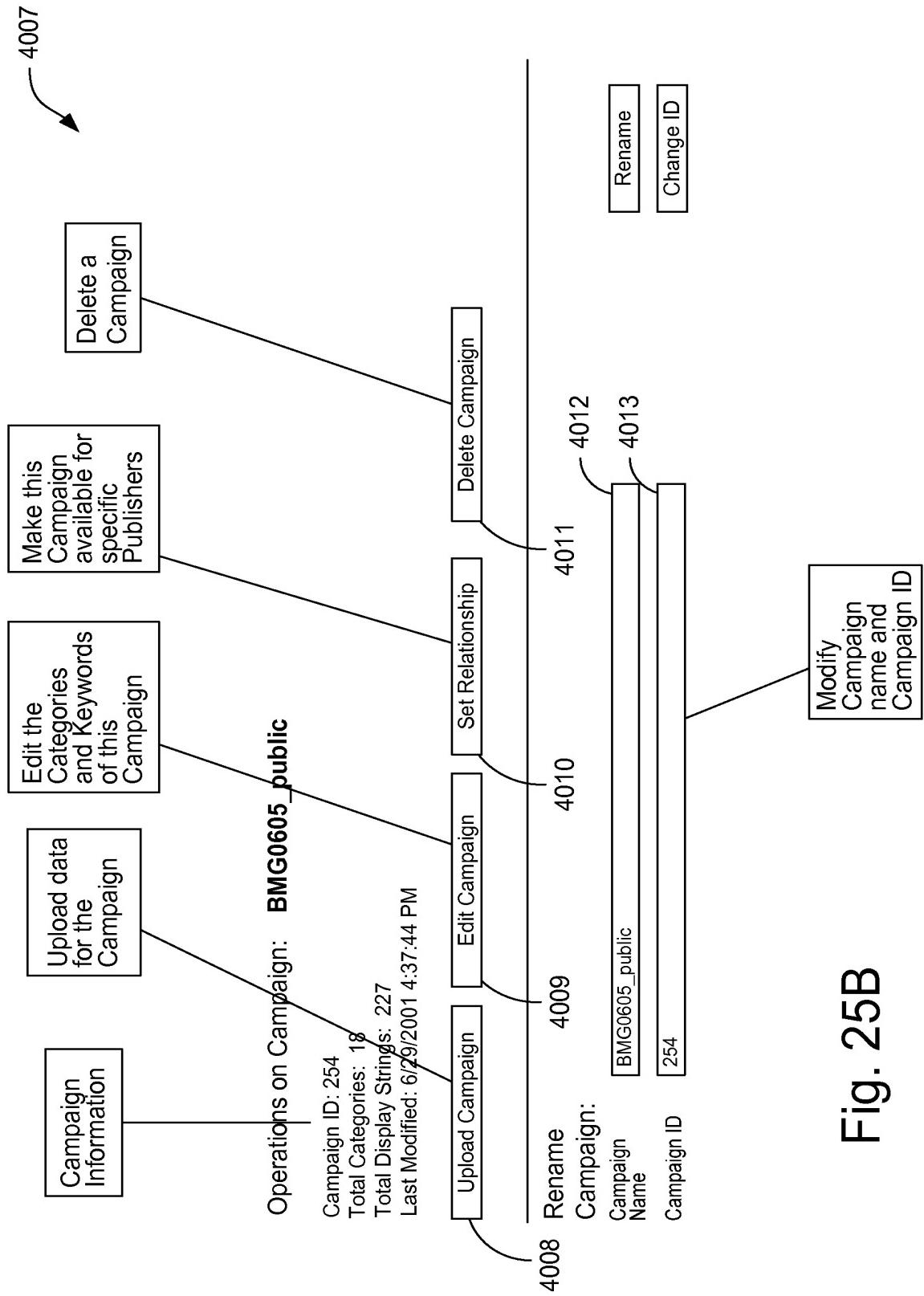
4001

4002

4005

4000

**Fig. 25A**



**Fig. 25B**

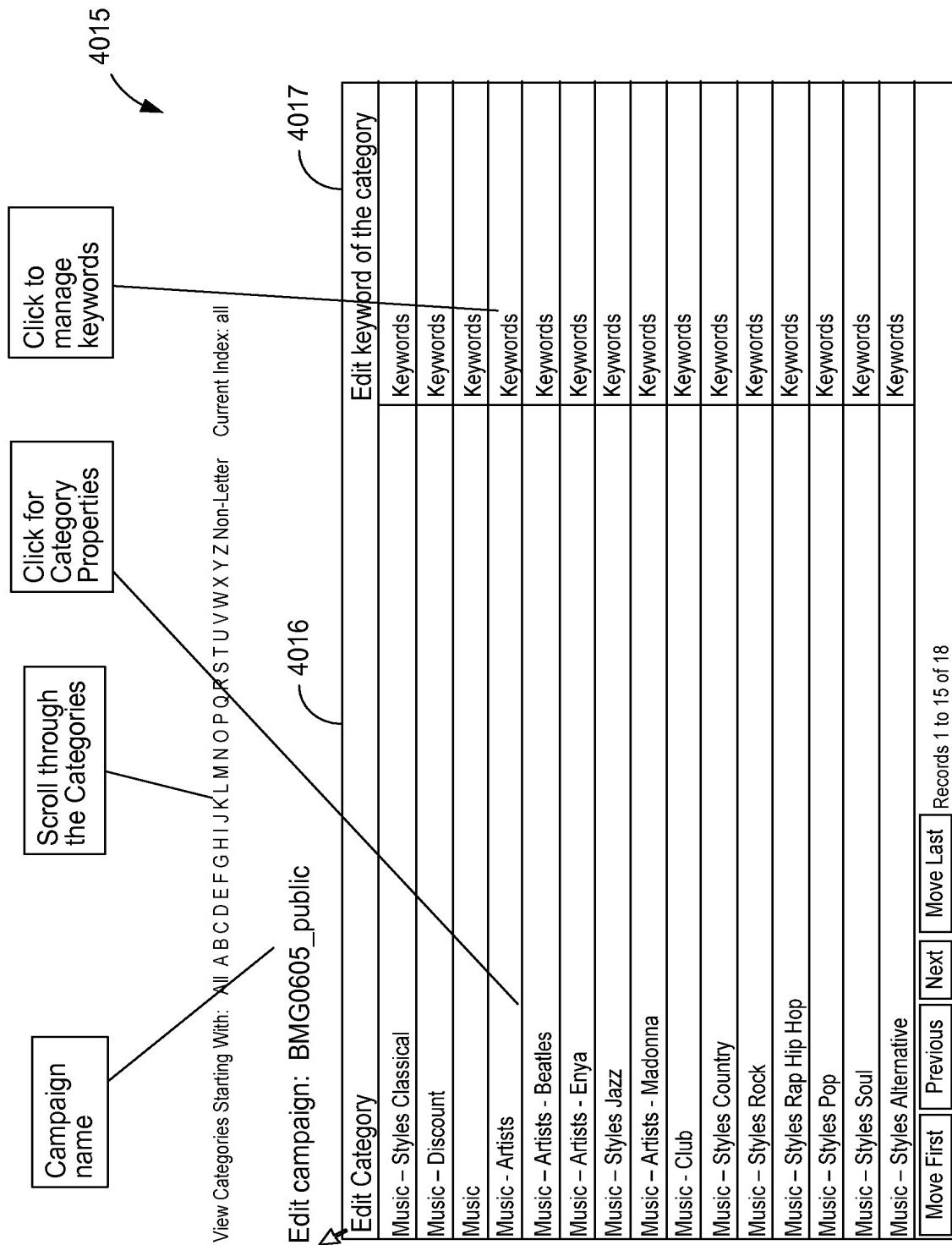


Fig. 25C

**Edit Category Properties**

Category	Music – Styles Classical
Current Site	www.bmgmusicservice.com
<input type="button" value="EDIT"/>	
Limit per page	<input type="text" value="3"/> 4020
Priority	<input type="text" value="100"/> 4021
Site:	To change: select a new site from the list ----- Sites <input checked="" type="checkbox"/> 4022 OR Add a new site ( <a href="http://www.site.com">http://www.site.com</a> ) <input type="text"/> 4023
Site logic	Unchecked: This category will NOT show in this site Checked: This category will ONLY show in this site <input type="checkbox"/>
<input type="button" value="Save Changes"/> 4025 <b>Select Site from list or add new Site</b>	

Fig. 25D

40/45

Display Strings	4030	4031	4032	4033
Beethoven	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classical Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Classicalmusic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dvorak	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Haydn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lloyd Webber	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mendelssohn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Messiaen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mozart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opera Music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pachelbel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rachmaninov	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rossini	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schubert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schumann	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Move First | Previous | Next | Move Last | Display Strings 1 to 15 of 18

Shows the keywords for the specified category

Edit Display Strings for Category : Music - Styles Classical

Select keywords for deletion

Click on keyword for keywords properties

Scroll through the list of keywords for this category

Fig. 25E

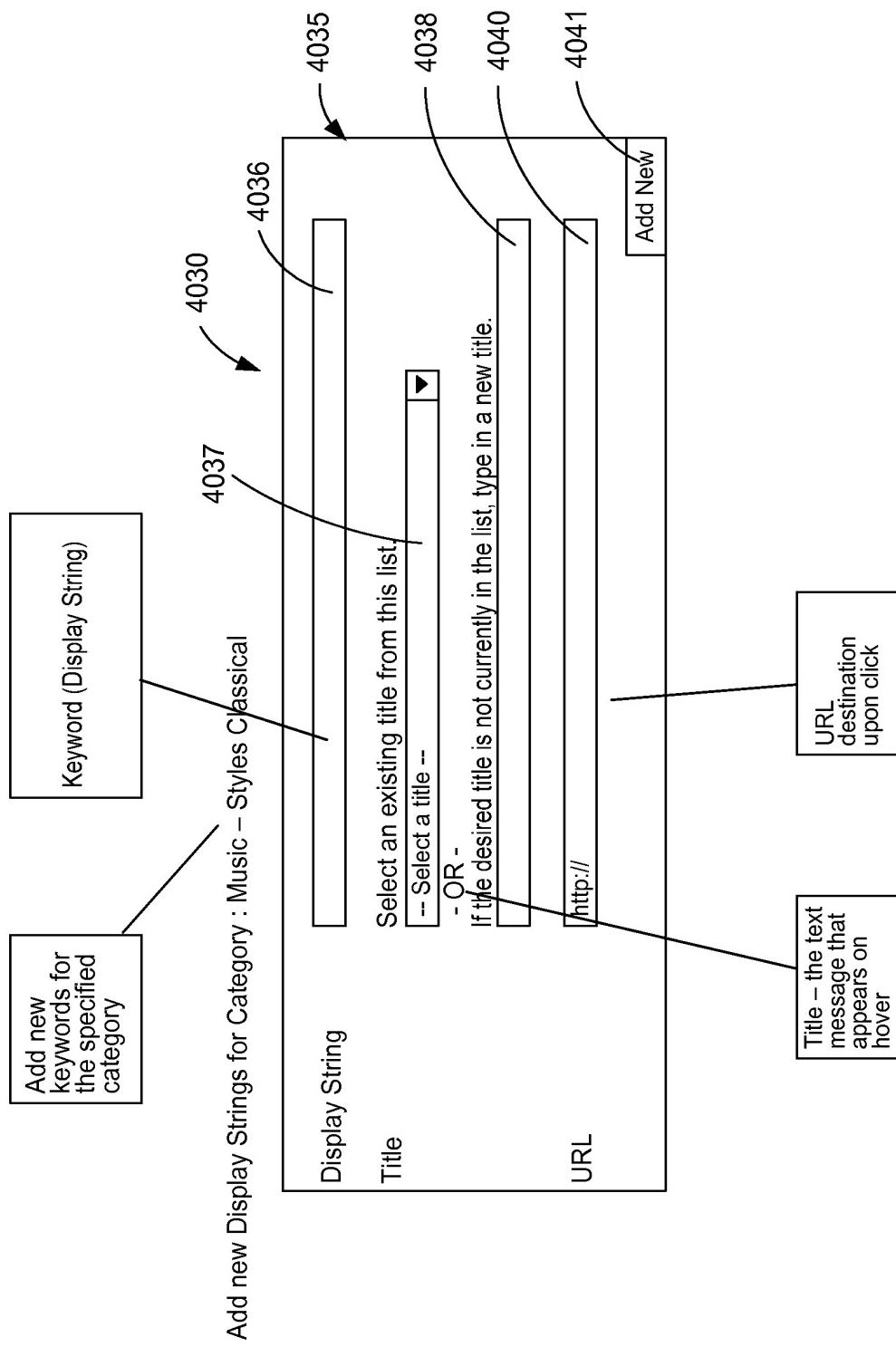


Fig. 25F

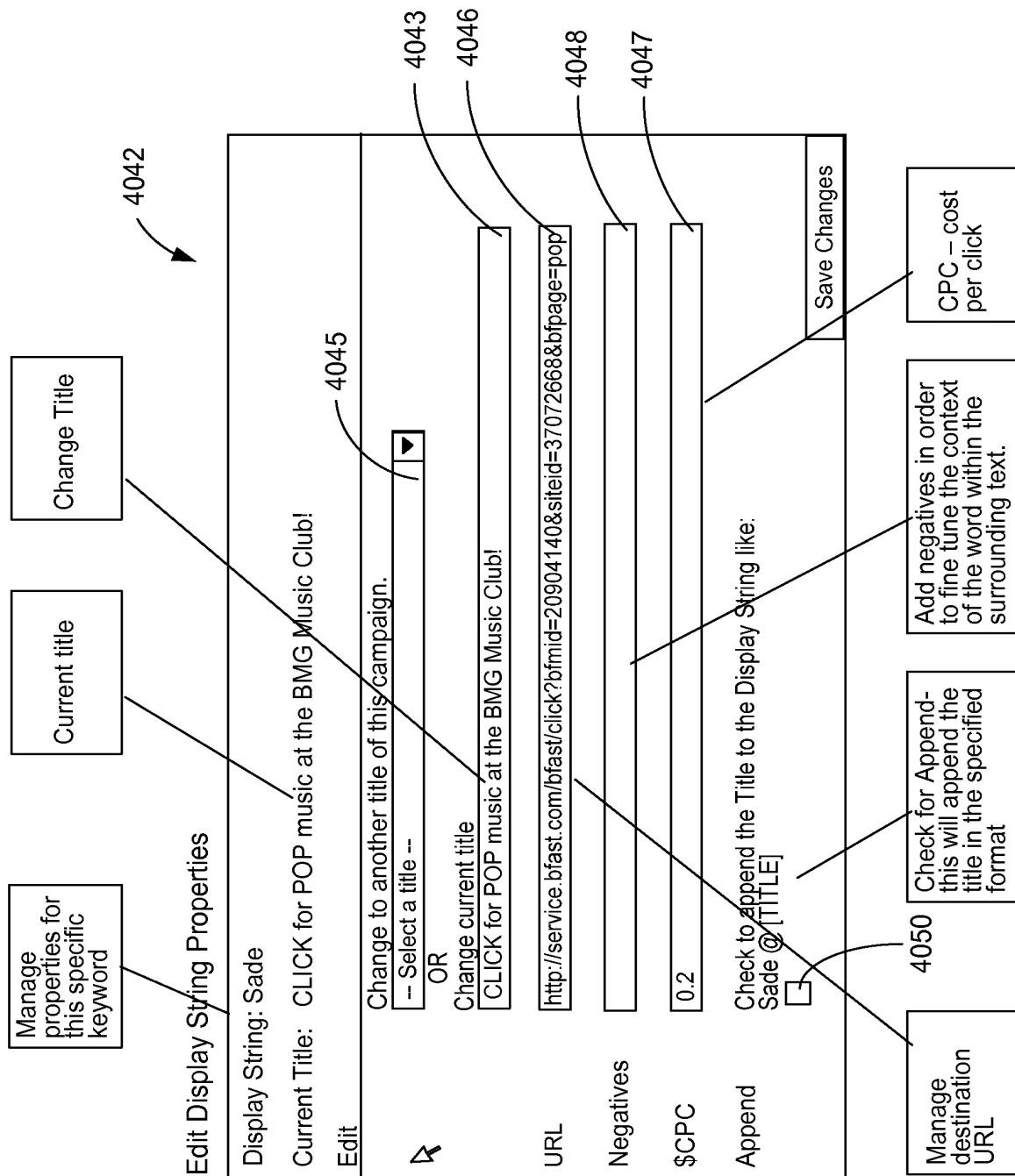
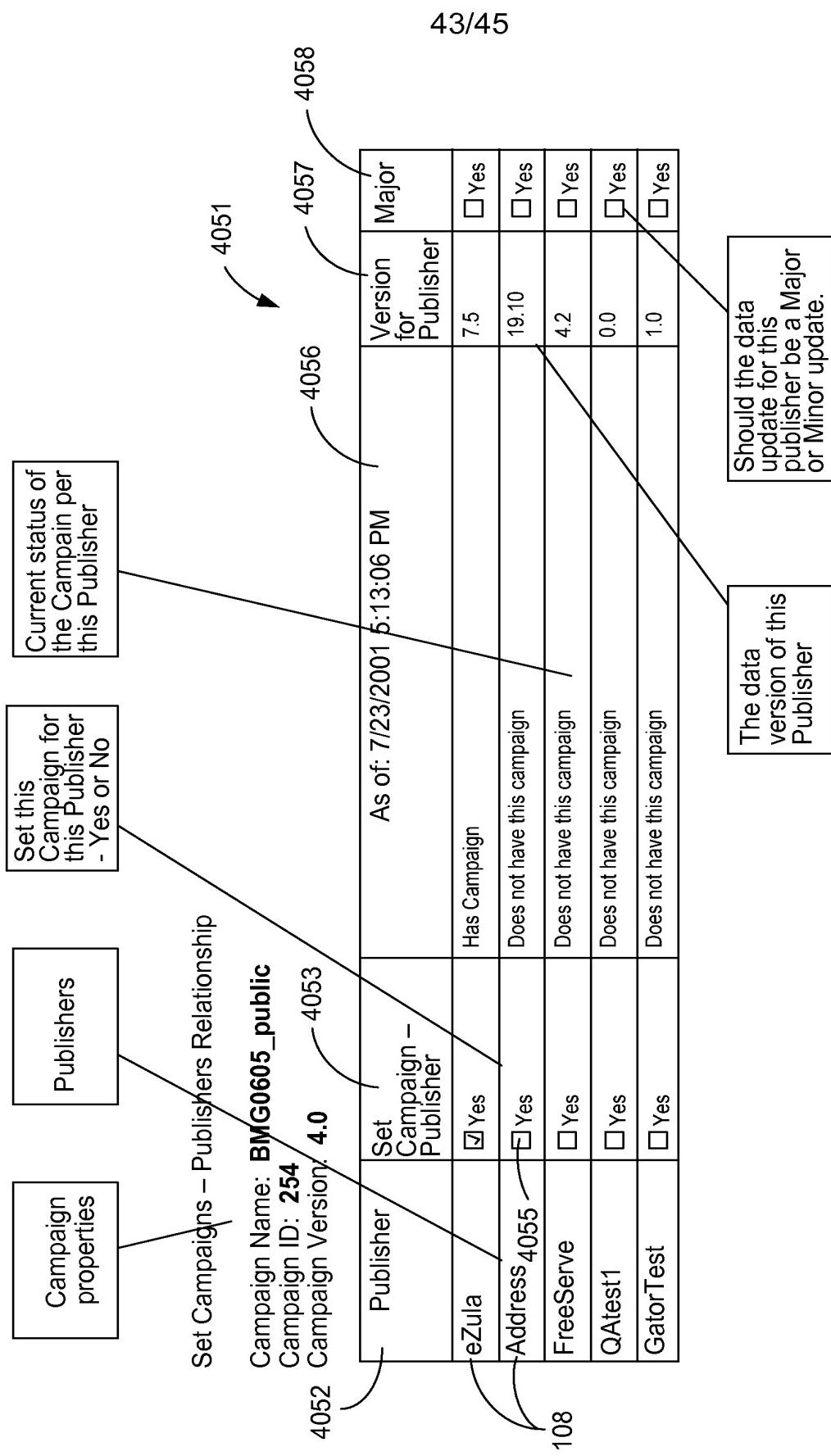


Fig. 25G



**Fig. 25H**

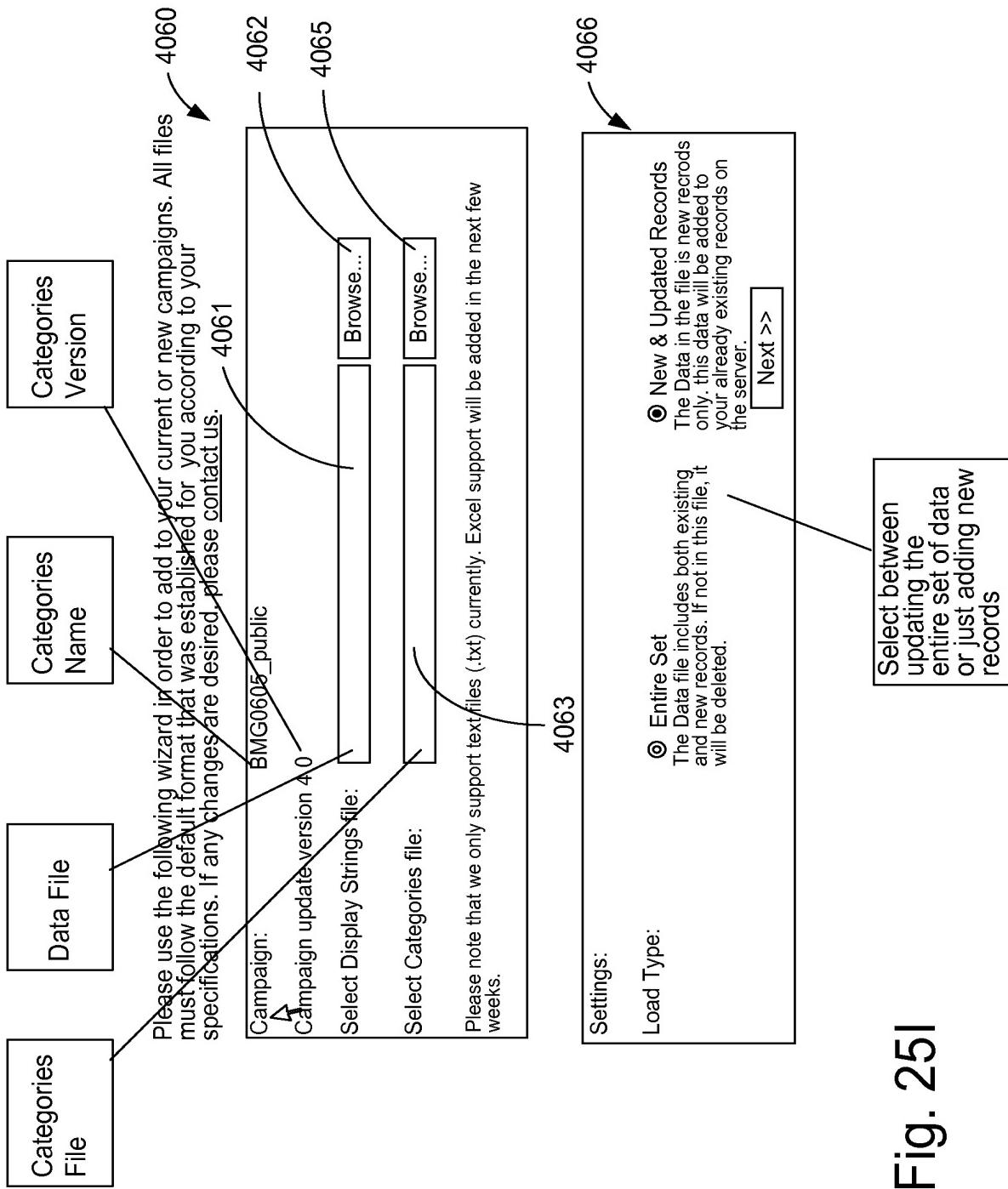


Fig. 25|

The restrict sites list is a list of sites where the eZula markups will not take place. Once you add or delete to this list the changes will be propagated to the client applications.

Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input checked="" type="checkbox"/>
betcbs.com	<input checked="" type="checkbox"/>
bmgmusicsservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnip.com	<input type="checkbox"/>

Fig. 25J